JULY 7, 1946 PRICE 15 CENTS

BROADCASTING

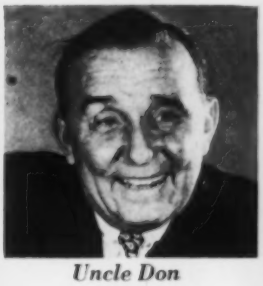
The Weekly Newsmagazine of Radio

TELECASTING

More than mere programs...

Bessie Beatty

John Gambling



Uncle Don

Martha Deane

Stan Lomax

Alfred McCann

PICTURED ON THIS COVER are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there's nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR's amazingly successful growth; i.e., a highly sensitive awareness of listeners' likes and dislikes; a degree of warmth that's as intimate as a handclasp, an alertness to the seesaw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

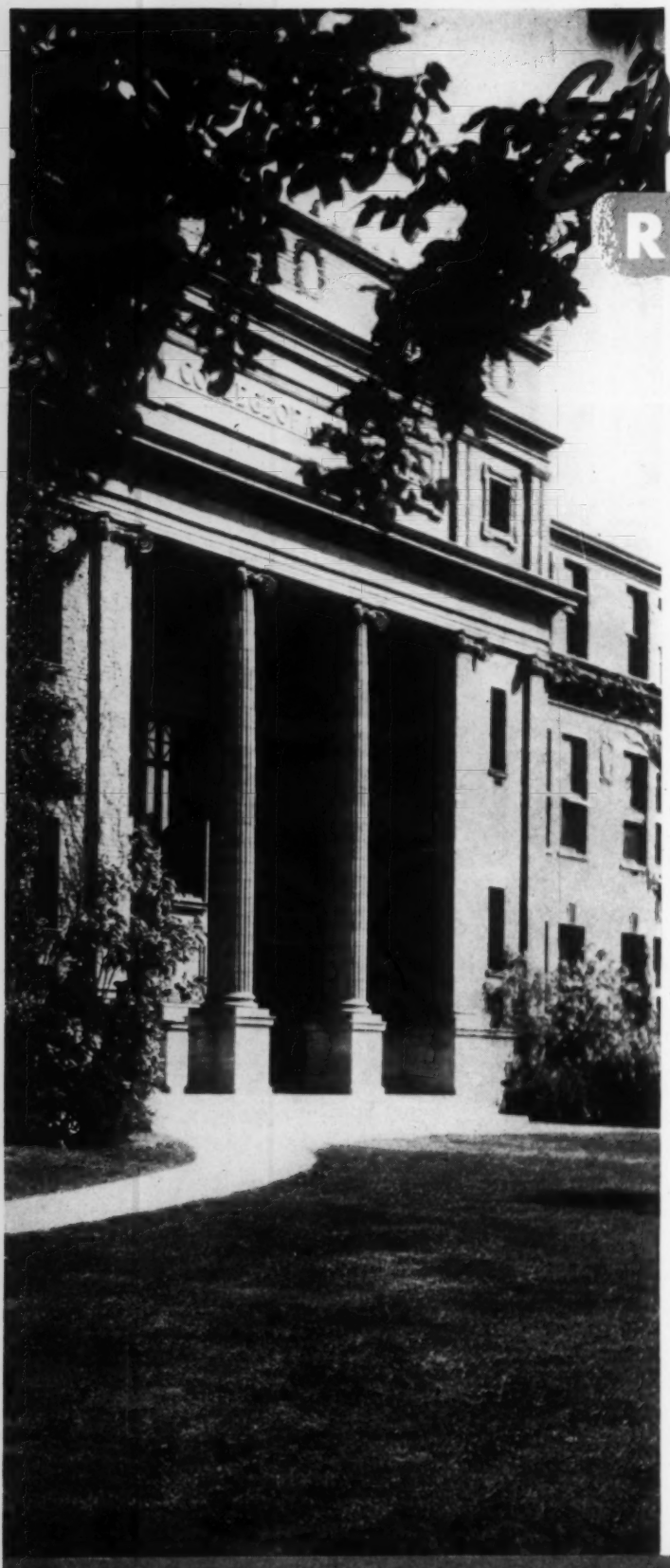
If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is . . .

—*that power-full station* **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



Encouraging RURAL LEADERSHIP

WLS President Burridge D. Butler Announces Scholarships for Midwestern Girls...

Beginning in 1946, four annual $500 scholarships to colleges or universities will be awarded rural girls in Illinois, Indiana, Michigan and Wisconsin by Burridge D. Butler, president of WLS.

The Ina H. Butler Citizenship Award, in honor of Mr. Butler's wife, will go to one teen-age leader in each of the four states. Senior girls in high schools of less than 300 enrollment will contest for the awards on the basis of scholarship, leadership, and participation in community and church activities.

WLS, under Mr. Butler's leadership, has always used its influence to encourage and assist rural youth in realizing their ambitions. Add the stimulus of the Ina H. Butler Citizenship Award to the annual WLS awards to 4-H Clubs and Future Farmers of America, to the educational programs broadcast to rural schools, numerous student round-table discussion programs, rural county quiz features in the "This Is Our County" series.

To these rural *youth* services add frequent weather and market reports, practical farm counsel, complete news coverage, entertainment, inspirational guidance, spot coverage of agricultural events, and immediate response to problems affecting individual, family or community, and—

The result is fifty thousand watts of *genuine rural service* by WLS into the hearts and homes of Midwest America.

A Clear Channel Station

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY. *Affiliated in Management with* **KOY,** *Phoenix, and the* ARIZONA NETWORK—**KOY,** *Phoenix* ★ **KTUC,** *Tucson* ★ **KSUN,** *Bisbee-Lowell-Douglas*

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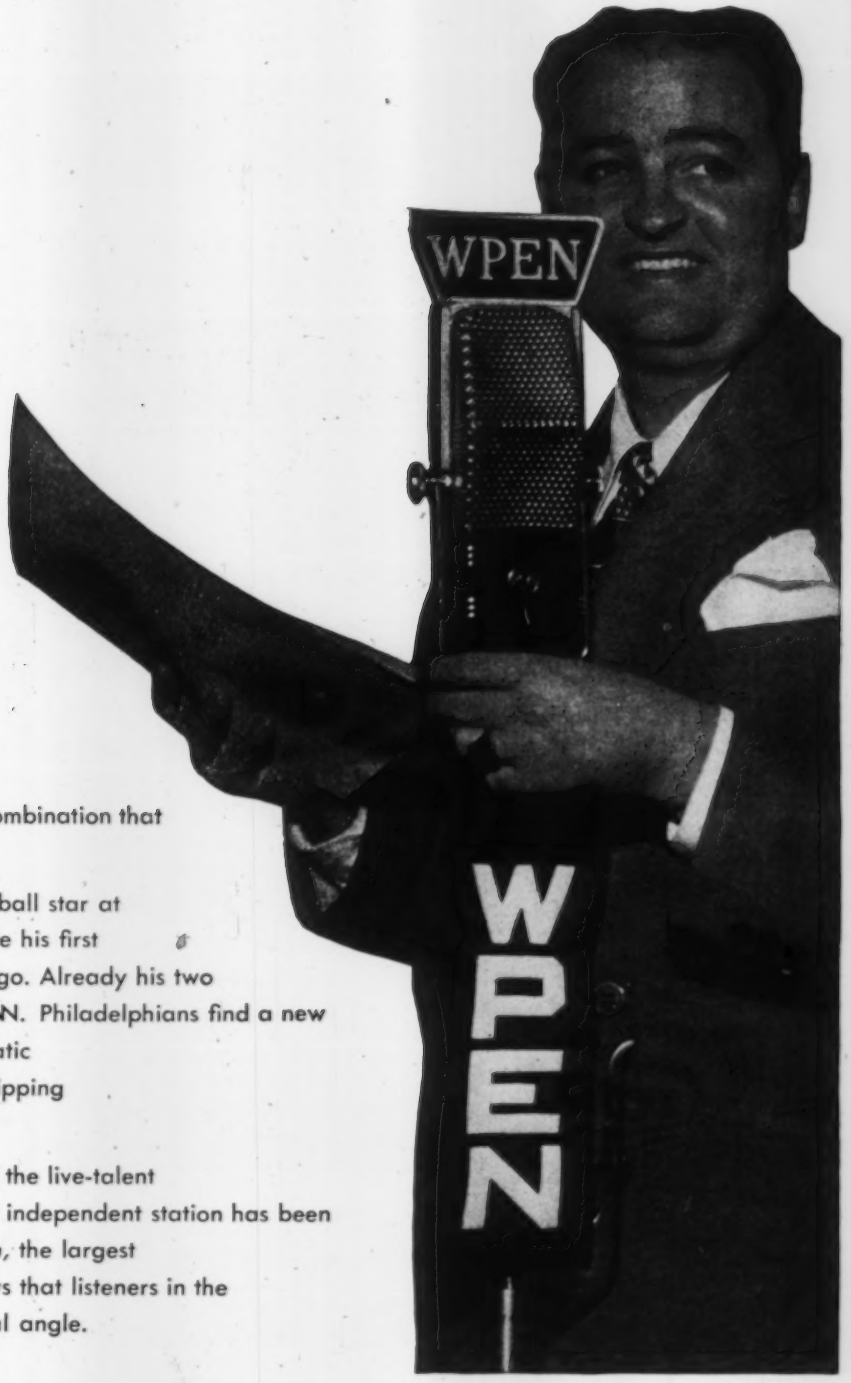

Pat and Mike

Van Patrick and a WPEN mike . . . that's a combination that has Philadelphia sports fans by the ears.

Patrick is a four-letter athlete, a former football star at Texas Christian, a network veteran. He made his first sportcast over WPEN less than two months ago. Already his two evening shows keep thousands tuned to WPEN. Philadelphians find a new entertainment high in his colorful and dramatic play-by-play . . . his keen analysis . . . his gripping and human inside stories of sports.

The sportcasts of Van Patrick are another of the live-talent programs put on the air by WPEN since this independent station has been owned and operated by *The Evening Bulletin,* the largest evening newspaper in America. WPEN knows that listeners in the Philadelphia area like programs with a local angle. That's why its *new* shows are *hit* shows.

950

WPEN...the Station for Philadelphians

and WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

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BROADCASTING... at deadline

Closed Circuit

IS RADIO going west? Speculation is heard that movement of network operations to West Coast might be accelerated by recent transfer there of some important business enterprises. United Drug Co., in which Edward J. Noble, ABC president, is principal owner, already has moved executive headquarters to Los Angeles. If that works as anticipated, ABC operations—except possibly sales—might follow suit.

INCIDENTALLY, Robert Kintner, ABC vice president in charge of public affairs and news, has taken under his directive wing promotion and advertising activity of network in which he now is minority stockholder.

IF AND WHEN NAB opens branch offices in New York and Hollywood, there probably will be new faces around. Robert Pollock, recently major in Army public relations—who served under Col. Ed Kirby, now NAB public relations adviser—was under consideration for New York spot, but accepted offer as commercial manager of WSB Atlanta. Bob Coleson, now representative of Advertising Council on West Coast, who also formerly worked for Col. Kirby when latter was chief of Radio Branch, Bureau of Public Relations, best bet for Hollywood NAB assignment if it develops.

BIG THINGS may come out of CBS board meeting, now scheduled for Jan. 9. Once again story is CBS President Paley wants to move to board chairmanship without day-to-day operation responsibilities, that Paul W. Kesten will be urged to move from executive vice presidency to presidency—and that if he again declines 37-year-old Frank Stanton, vice president and general manager, will move up.

DON'T BE SURPRISED to see group of American broadcasters, imbued with good neighbor spirit, offer to help Cuba with her broadcasting problems. Cuba wants some 20 channels above those allocated under NARBA [BROADCASTING, Oct. 8]. American engineers say Cuba could more effectively use channels she has by internal re-allocation. E. C. Page of Mutual and Raymond Guy of NBC think it's time American broadcasters share know-how with Cuban brothers.

ABOUT NARBA, preparations for forthcoming engineering conference Feb. 4 in Washington uncovered fact that not one, but virtually every signatory nation—including U.S.—has been guilty of violating agreement.

TWO CHICAGO advertising agency radio directors will move out of their jobs within next two months—one to retire, the other to seek greener pastures on the West Coast.

DESPITE RECURRING rumors, at least one of which was printed by daily New York columnist, that WNYC, New York's municipally-

(*Continued on page 78*)

Upcoming

Jan. 14: FCC Clear Channel hearings.

Jan. 14: IRE, Washington Section, Potomac Electric Power Co. auditorium, Washington.

Jan. 18: FCC Hearing on Zenith petition to assign 42-50 mc band for FM in addition to 88-108 mc band.

Jan. 23-26: IRE winter technical meeting, Hotel Astor, New York.

Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

(NAB district meetings, page 65)

Bulletins

SO MANY CBS key engineers are out with flu that net has postponed press demonstrations of color television scheduled Jan. 7 in New York. Dr. Peter Goldmark, director of engineering research and development, said new date will be set as soon as possible. He hopes to use new Federal high powered video transmitter now being installed in Chrysler tower.

AFRA DEMANDS that Tony Pastor, scheduled to guest-star on *Teen Timers* show on NBC Saturday morning, either join AFRA or drop his speaking part, met headon Friday with an AFM order to Pastor to go on as scheduled without joining AFRA. AFRA members left rehearsal and it seemed likely broadcast would not go on Saturday, with NBC, Teen Timers Inc. and Buchanan & Co. agency, caught in middle of jurisdictional dispute.

SIGNING of Mutual with BMB, putting all four nationwide networks in the fold, was announced Friday in Los Angeles by Hugh Feltis, BMB president (earlier story page 66). Robert D. Swezey, MBS vice president and general manager, wired Feltis: "Count us in".

Business Briefly

PAINT SPONSOR ● Farwell, Ozmun, Kirk & Co., St. Paul (hardware) buys 13 quarter-hours on eight North Central Broadcasting System stations. Program, titled *Gilt Edge Melodies*, for Gilt Edge and Farwell OK paints, originates at KVOX Moorhead, Minn.

TWO FOR EVERSHARP ● Eversharp Inc., Chicago (Schick Injector Razor) has announced that its advertising campaign will be handled jointly by J. M. Mathes, New York, and The Biow Co., New York; radio plans by The Biow Co.

WALTHAM ADDS TIME ● Waltham Watch Co., Waltham, Mass., will sponsor time signals on WNBT, NBC video station in New York on Wednesdays as well as Fridays, adding three time signals during athletic events and twice on non-athletic programs on Wednesday evenings to two Friday evening signals previously sponsored by company. New contract runs for 26 weeks. Agency, N. W. Ayer & Sons, New York.

FLOUR SERIAL ON 40 ● Transcribed serial *The Peabodys* sponsored by International Milling Co., Minneapolis (Robin Hood flour) replaced *Let's Get Acquainted* on WGN Chicago and 40 other stations. Agency, H. W. Kastor & Sons, Chicago.

KEYSTONE BILLINGS UP 53% FOR YEAR

GROSS BILLING handled by Keystone Broadcasting System during 1945 was 53% more than that in 1944, KBS reported last week in a review of its 1945 operations.

At the end of 1945, KBS added up the time devoted to programs which tied in with the war effort. During the 45 months of war KBS released 415,180 station hours of war-support programs, it reported.

NAB Board Tells Miller to See Petrillo

(*Earlier Stories Pages 15, 17*)

NAB BOARD of Directors meeting in Los Angeles Friday again directed President Justin Miller to seek a conference with AFM President James Caesar Petrillo. The Board's instruction was to renew efforts "to eliminate at the earliest possible moment the confusion now existing throughout the broadcasting industry, Government and public in connection with the use of union musicians on the America radio stations and networks."

Music situation evoked spirited discussions with individual directors opposing an appeasement policy. It was agreed the problem is industrywide. Mr. Miller has not yet arranged a date with the AFM head. Since his first overture, Petrillo has compounded the music problem by demanding staff musicians at all affiliated stations, implying threat of secondary boycott, has banned foreign music pickups.

The Board also approved action taken last November by Mr. Miller in forming a committee representing all segments of radio to consult on the musicians' problem.

John Shepard 3d, chairman of Yankee Network and a founder of FM Broadcasters Inc., conferred Friday with the Board on the status of FM and the manner in which NAB could best foster development of the new broadcast service. FMBI recently was fused with NAB as a separate division. The Board designated T. A. M. Craven, vice president of Cowles Broadcasting Co. and former member of FCC, to represent the NAB at the NARBA conference in Washington Feb. 4 to consider Cuban demands for additional broadcast facilities and to extend the treaty which expires next March [BROADCASTING, Dec. 24].

Board heard a report on radio music situation from Sydney M. Kaye, vice president and

(*Continued on page 78*)

WTAG is proud to announce its Fifth Award During 1945

This latest addition to the long list of honors conferred on WTAG during 1945 is a First Award in the CBS Affiliated Station Program Promotion Contest. This Award is for best use of guest-critic recordings in building audience for CBS network programs, and carried a cash prize of $1,000.00.

Other Awards to WTAG during 1945 are:

Alfred I. Dupont Award

"for outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal, devoted service to the nation and to the community".

Peabody Award

"for outstanding contribution to the welfare of the community it serves".

Variety Award

"for helping to make one world . . . blueprint for future".

Billboard Award

"for single campaign promotion . . . regional channel".

The Awards are the result of WTAG's continued effort to provide outstanding public service and the best in programming to the largest audience.

The success of these efforts is reflected in the latest Hooper Station Listening Index, which for October and November showed WTAG with the largest share of audience in the morning, afternoon and evening, and a larger all-day average, than all other stations heard in the area combined.

WTAG CBS

WORCESTER, MASSACHUSETTS
Owned and Operated by the
WORCESTER TELEGRAM-GAZETTE
Basic CBS
Represented by RAYMER

"by the company he keeps"
Herzberg's Renews the News For the Fourth Year
Herzberg's, leading Omaha specialty store, are now starting their fourth big year of six quarter-hours a week on KOIL. They use the 10 p.m. News. KOIL has been doing a job for Herzberg's steadily for 17 years.
KOIL News Sells Merchandise
There is a reason why Herzberg's buys KOIL NEWS year after year . . . KOIL's news audience is big (Average 9.4 Hooper) and responsive . . .
NOW
Basic American
GORDON GRAY
General Manager
KOIL
Represented by Edward Petry Co., Inc.
5000 WATTS
1290 KILOCYCLES
Basic
AMERICAN BROADCASTING CO. . . . in Omaha

BROADCASTING
TELECASTING

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At Washington Headquarters

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Editor and Publisher

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MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU

250 Park Ave. *PLaza* 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

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David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

FOR PUBLIC SERVICE . . .

Middlewestern applause for public service programs comes from a choice variety of hands.

The farmers applaud the early morning *Farm Hour* and the noonday *Farmer's Market Reporter* . . . music lovers tune regularly to the *Chicago Theatre of The Air* and the *Chicago Philharmonic* broadcasts . . . educators praise the *Human Adventure*, the *Northwestern University Reviewing Stand* and the *Chicago Story* . . . our younger audience turns eagerly to the *Citizens of Tomorrow* and *Youth Looks Up* programs . . . and all WGN listeners are treated to timely "on the spot" airings of special events and news shows.

For all-around listening pleasure, for genuine public service, for stimulating radio sales . . . the middlewestern answer is Chicago's own station, WGN.

A Clear Channel Station . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.

and everywhere P

Priscilla goes... Boston women follow

One look at Priscilla Fortescue's tip-tilted nose and you know she's a woman who has a way with women. A half-hour's listening to her Boston-built program on WEEI, and you can narrow it down to "New England women."

Priscilla's been going to market at Boston's Faneuil Hall since her pigtail days. She started learning New England customs and preferences even before then. That's what makes her good listeners also her good friends... and why they follow wherever she leads them. (Thev find it's fun, too.)

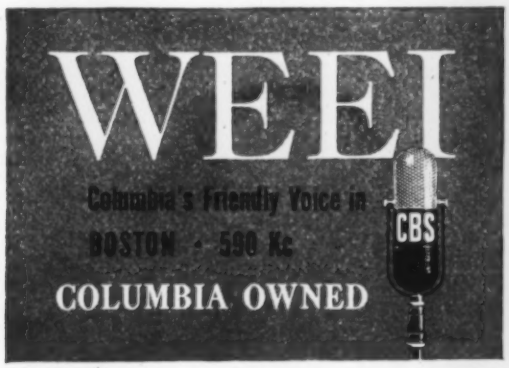
Sometimes, via the WEEI microphone, Priscilla and her New England neighbors visit with movie stars and celebrities. Other times they go to her suburban home and learn firsthand how she fits a slip-cover or trims a pie-crust. And when Priscilla talks about women in the news—with typical Fortescue enthusiasm—every housewife feels that she's had a personal introduction.

So, you see, when Priscilla recently switched her time on the air from morning to afternoon (to 3:00-3:30 p.m., Mondays through Fridays), and changed her program's name from *Good Morning, Ladies* to *Listen, Ladies*, her listeners didn't hesitate. They went along *as usual.*

Sponsors went along, too. They know (from long and profitable experience) that Priscilla Fortescue leads them, by the friendly way of her WEEI back-fence, straight to the homemakers who do most of the $1,780,164,000-a-year buying* in the prosperous daytime primary area served by WEEI.

Priscilla Fortescue – popular creature – is surrounded by sponsors (and listeners) at the moment, but there's always a chance of participation before too long. If you'd like an introduction to her, or any of WEEI's personable personalities, call us or Radio Sales.

**Sales Management's "Survey of Buying Power" (May, 1945) Total retail sales for WEEI's daytime primary counties.*



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

3,000 Pepsi-Cola Jingles on WWDC

Three years ago the local Pepsi-Cola distributor added a complete schedule of Pepsi-Cola jingles over D. C. radio to his already large radio budget.

Sugar and bottle shortages have caused occasional curtailments of the total budget, but the Pepsi-WWDC jingles have gone on and on and Pepsi sales have increased consistently.

Have you something to sell to the Washington market?

WWDC is your sales-producing buy.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

Feature of the Week

WM. HAHN & CO., Washington shoe store chain, is convinced that radio can sell.

So are the Chesapeake & Potomac Telephone Co., Washington and suburban police, fire departments, WRC, Harwood Martin Adv. Agency, and assorted Washington thousands involved in the capital's worst telephone crisis.

The Hahn company, sponsoring H. V. Kaltenborn's cooperative NBC commentaries on WRC, had a hot hunch last week and decided to see just how much hold radio had on its audience. The hunch—Announce that the first 1,000 phoning the store could get $1.35 all-nylon hose.

Details were worked out by the agency, along with Gilbert Hahn, store vice president and general manager, and Mrs. Elizabeth Morris, advertising manager. Nineteen operators manned the 19 trunks at District 6363 at 7:45 Wednesday evening as Kennedy Ludlam, WRC announcer, intoned:

"Hahns presents H. V. Kaltenborn, but first listen to this: The seven Hahn shoe stores have 1,000 pairs of full-fashioned perfect top quality all-nylon hose, one pair to a customer, $1.35 a pair. Call District 6363 right now. Give the operator your size . . ."

To make certain, a stinger was hung on the end: "That's District 6363 and 19 operators are on duty so if you get a busy signal, call again. Remember, these all-nylons are for sale only by phone order tonight."

Then just in case Washington women needed some extra motivation the whole announcement was repeated at the end of the program.

By that time the capital was resorting to pony express and jungle telegraph. Telephone exchanges were paralyzed. The telephone people phoned WRC and asked would they please ask people to quit calling Hahns, which had already peddled its nylons.

Gen. Omar Bradley, due on Eddie Cantor's NBC program, phoned the WRC studios from Fort Myer but couldn't get through. He appeared in time for his cut-in however. Afterward Mrs. Bradley asked if maybe she could phone in for a pair. Someone from the agency asked her size, and said he'd arrange it.

WRC put on public service announcements, asking that no more calls be made, at 9, 9:30, 9:45 (in middle of *Mr. District Attorney*) and 10, and handled a story on the 11 o'clock *Esso News*. Calls continued to come in Thursday. Some of the phoners just about seared the insulation off the wires.

Sellers of Sales

SYLVAN TAPLINGER, radio director of Weiss & Geller, New York, although still a youngster, has been in the radio business for 13 years.

Born June 9, 1914, in Atlantic City, Sylvan attended school there before going to New York in 1931. He took a special publicity course at City College. Then hoping to become a "movie mogul" he started at Paramount Theatre in New York as an usher. Three weeks later his feet gave out, and Sylvan decided that was not the way to success.

Instead he became the assistant to the buyer of Moe Levy & Sons, a chain of men's clothing stores. It wasn't until 1932 that Sylvan broke into radio. He joined the publicity department of CBS doing a special four-month research job. When that was completed he was with Flexible Record Co.

A year later Sylvan rejoined CBS as assistant to the photo editor. In November 1933 he was promoted to associate director of program operations.

SYLVAN

Sylvan stayed with CBS until 1937, when he became producer and writer of the *A&P Bandwagon*, starring Kate Smith on CBS. That fall, when General Foods became Kate's sponsor, he continued as writer and producer. In 1940, when *Kate Smith Speaks*, her daytime show, went on the air, he also took over the writing of the show.

In 1942 Sylvan joined the Army. He was put in charge of programming of Armed Forces Radio Service in New York. He produced, wrote and was even a sports broadcaster on AFRS.

Early in 1945, Sylvan was released from the Army and freelanced as a producer and director for a few months. In October he joined Weiss & Geller, where he is now in charge of the radio activities of the following accounts: Rensie Watch Co., Nedicks, Columbia Pictures and Ehlers Coffee.

Sylvan is married to the former Myra Auslander. They have one son, born Dec. 17.

SELL PROFITABLY WITH

WDEL

Wilmington Delaware

coverage!

in a consistently prosperous industrial and agricultural area—Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS day & night

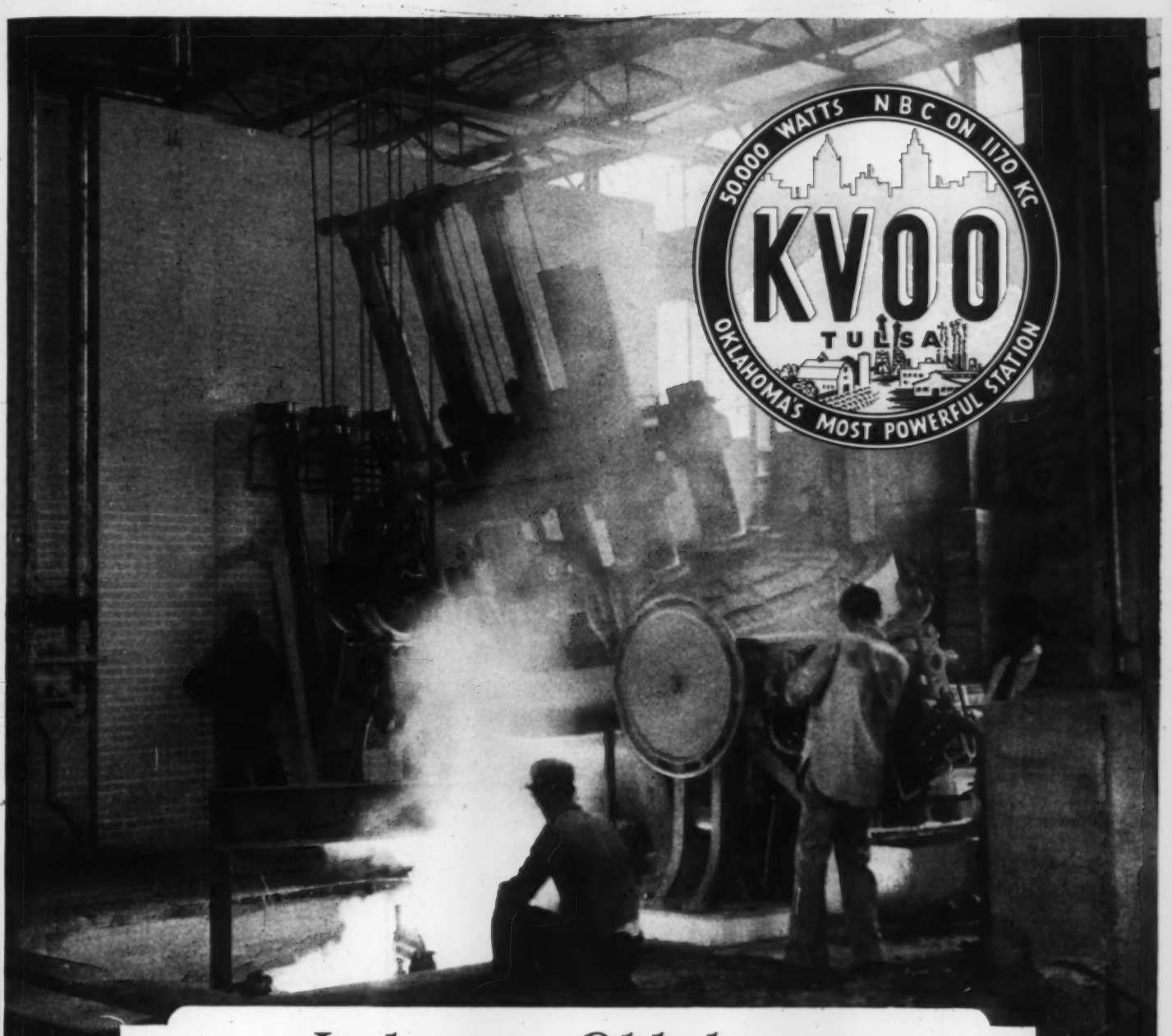
listener loyalty

—this station carries all the popular NBC programs—builds interest with effective local programming.

NBC BASIC STATION

Represented by

RAYMER



Industry, Oklahoma

Announcement has recently been made that 35 out of 44 Army-Navy "E" awards made in the entire State of Oklahoma were awarded to firms in the Tulsa market area! This proves you can be sure of one thing — Oklahoma industry is concentrated in the Tulsa market area!

To break down the figures further, 23 of these awards were made to industry located in the City of Tulsa proper! And, most important of all, only 5 of all Tulsa area awards went to *war* industries — all others went to established peacetime *wage-producing* industries which were doing important war work and doing it so well that Army-Navy "E" awards were the result! Those industries are now in full scale peacetime production creating consumer goods and payrolls!

When *you* are planning a campaign for *your* product, sell it in *Oklahoma's greatest market* through *Oklahoma's greatest station*, 50,000 watt KVOO, in Tulsa, the *only* station which blankets this rich area with bonus coverage in Kansas, Missouri and Arkansas.

The Tulsa Market Area might well be termed "INDUSTRY, OKLAHOMA"

PHOTO SHOWS POURING ALLOY STEEL FROM ELECTRIC FURNACE OF HINDERLITER TOOL COMPANY, TULSA.

Sell through ABS

Associated Broadcasting System

A Coast-to-Coast Network reaching over 40,000,000 potential listeners!

★ CO-OP STATIONS
These stations are not affiliated with ABS, but are co-operating in the clearance of time
Streamlined Major Market Coverage
KRSC SEATTLE 1000W-1150 KC
KWJJ PORTLAND 1000W-1080 KC
KWBR OAKLAND 1000W-1310 KC
KSAN SAN FRANSISCO 250W-1490 KC
KFOX LONG BEACH LOS ANGELES 1000W-1280 KC
KNAK SALT LAKE CITY 250W-1400 KC
KMYR DENVER 250W-1340 KC
KOWH OMAHA 500W-660 KC
WMIN MINNEAPOLIS ST. PAUL 250W-1400 KC
WIND CHICAGO 5000W-560 KC ★
WJJD CHICAGO 20,000W-1160 KC ★
WTMV E. ST. LOUIS 250W-1490 KC
GRAND RAPIDS MASTER CONTROL
WJBK DETROIT 250W-1490 KC
WCKY CINCINNATI 50,000W-1530 KC ★
WBNY BUFFALO 250W-1400 KC
WWSW PITTSBURGH 250W-1490 KC
WLEE RICHMOND 250W-1450 KC
WMEX BOSTON 5000W-1510 KC
WNHC NEW HAVEN 250W-1340 KC
WMCA NEW YORK 5000W-570 KC
WIBG PHILADELPHIA 10,000W-990 KC ★
WITH BALTIMORE 250W-1250 KC
WWDC WASHINGTON 250W-1490 KC

A NEW SERVICE TO ADVERTISERS!!

- ABS - The Associated Broadcasting System - began coast-to-coast operation on a 16 hour a day September 16, 1945.
- By using the basic network facilities of ABS, a sponsor can reach 87% of the population of cities of 100,000 or over in the United States, at a cost of only a few cents per 1,000 listeners.
- Concentrated in these top markets are 40 million potential buyers served efficiently and economically by the stations affiliated with the Associated Broadcasting System.
- A total of 3,970 ABS commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.
- Split networks available for selected coverage.
- Transcribed programs accepted for network broadcasting.
- Choice time periods, that are not even offered on a spot basis, are now available through ABS.
- Outstanding programs for individual sponsorship or on a participating basis
- Maximum coverage at minimum cost — $2200 buys one evening half-hour on 22 stations reaching a potential audience of 40,000,000. Or 6 daily ¼ hours can be purchased for $1050 each.

New York
122 E. 42ND. ST.
MURRAY HILL 5-3227

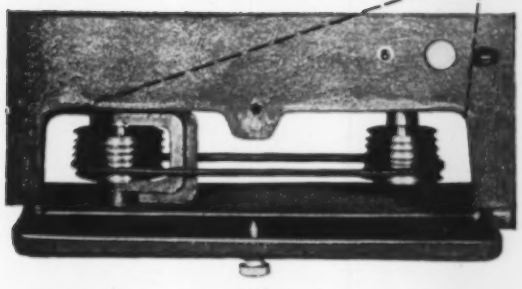
Chicago
360 N. MICHIGAN
CENTRAL 4309

Hollywood
3055 WILSHIRE BLVD., EXPOSITION 1339

EXECUTIVE OFFICES
KEELER BUILDING
GRAND RAPIDS 2, MICH.

Not jet propelled...

but just as NEW!



The belt on step pulleys slips instantly to any position to set cutting pitch at 96-104-112-120-128 or 136 lines per inch. Other pitches available on special order.

PRESTO'S newest *turntable* . . . for highest quality master or instantaneous recordings. The 8-D features instantaneous change of cutting pitch. An improved cutting head provides higher modulation level, more uniform frequency response and retains its calibration under all normal temperature conditions.

The heavy cast-iron turntable and mounting base insure exceptionally low background noise. Adjustable feet permit accurate leveling on bench or stand at a height to suit the operator.

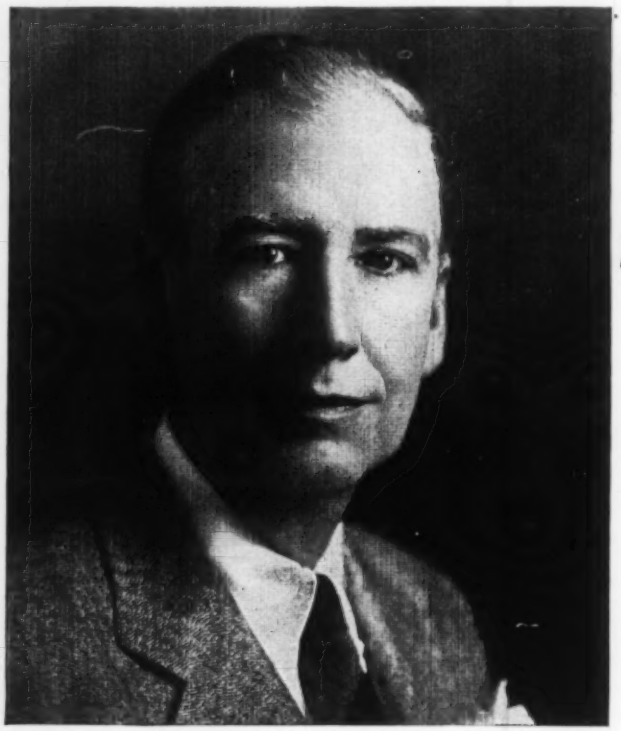
PRESTO

ARMY (E) NAVY

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



MANAGER, ATLANTA OFFICE
Four years, Mercersburg Academy
Four years, Kenyon College
Two years, Advertising Department, Procter & Gamble
Three years, producing radio shows in Los Angeles, Hollywood and New York
Four years, station representation
Free & Peters since September, 1939

Curtain up, Enter —

JAMES M. WADE!

In all the field of radio-station representation, perhaps the rarest thing is a man who combines real experience at producing programs, *plus* sales and merchandising work. But not so at F&P — we've got our own Jim Wade, Manager of our Atlanta Office.

Of course, most agencies have their own facilities for digging up program ideas. But we are full-time radio men with reasonably good imaginations, and we *do* have almost daily contacts with the managements of many top-notch stations, who are constantly getting a lot of swell thoughts for promotions of various sorts. And we *have* furnished some program ideas that have worked out to be the real thing. . . . What's more, we've got the experience to throw out the half-baked ideas that usually plague the brains of beginners in our business.

So if you agency men need any new program ideas, let us see if we can help. Maybe we'll "get nothing out of it" except your conviction that we are on our toes. But no matter. That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 30, NO. 1 WASHINGTON, D. C., JANUARY 7, 1946 $5.00 A YEAR—15c A COPY

FM High Band Controversy Is Reopened

Zenith Petition Results in New Hearings

By JACK LEVY

THE CONTROVERSY over the shifting of FM to the higher band was reopened by the FCC last Friday.

Acting immediately upon receipt of an impressive 19-page petition from the Zenith Radio Corp. vigorously challenging the Norton findings on which FM was moved "upstairs," FCC ordered a public hearing on Jan. 18 to determine:

1. Whether the 42-50 mc band, or any part of it, should be made available for FM in addition to the 88-108 mc band.

2. Whether, if such action is taken, the band should be available for noncommercial educational, community, metropolitan and rural stations and whether the low band should be assigned to the entire U. S. or only in Area II (outside the heavily populated eastern states).

3. What would be the additional cost of FM receivers if the 42-50 mc band or any part of it is also allocated for FM.

The Commission invited licensees of FM and television stations, manufacturers of FM equipment, and other interested parties to participate at the hearing and set a deadline of Jan. 14 for filing appearances.

Distinct Surprise

Coming as a distinct surprise in view of its repeated defense of its decision on the FM allocation, the Commission's order was interpreted as having one obvious implication: That the Commission now has serious doubts as to the wisdom of its action in accepting the Norton propagation findings.

The speed with which the Commission moved in calling the hearing, and also in scheduling the proceeding within the 5-day period already set aside for the clear channel deliberations, attested to the importance which was attached to the Zenith petition. Particular significance was attached to that part of the order calling for testimony on the cost of two-band FM sets, which would be mandatory if the low band is to be continued permanently.

Since manufacturers have their production plans well advanced for the high band sets, the Commission would have to act fast if two band sets are to be required.

Very serious issues are raised by the Commission's action and the possibilities inherent in the order calling the hearing. Chief of these is the effect of a change in the allocations on the 241 conditional grants for new FM stations. The status of the 53 existing FM stations and licensees is likewise affected.

Should the 44-50 mc band be permanently allocated to FM, one of the seven channels allotted to television would be automatically eliminated. A rearrangement of the television allocations would thus be required.

The Zenith petition, filed by its Chicago attorney, Irving Herriott, was dated Dec. 31. It was received by the Commission Thursday and considered at the regular meeting which was held the same day because of the New Year holiday last week.

Requesting that the lower band be continued, the petition declared that "extensive and comprehensive" tests made by the FCC at Andalusia, Pa. and by Zenith, in conjunction with the *Milwaukee Journal* station WMFM, at Deerfield, Ill., since last June "demonstrated that unless the allocation of frequencies in the region of 50 mc is allocated to FM, that a large percentage of the farmers and rural residents of the U.S. will be deprived of static-free FM service."

Requested Tests

The petition further asserted that the Commission now has on file more applications for assignments to FM in the 88-108 mc band than can be accommodated and that the additional assignments provided by the 42-50 mc band would make it possible for farmers and ruralites to be served by FM and would materially relieve the congestion which now exists.

It pointed out that the Commission itself requested Zenith to conduct tests to determine reception in the high band and that a Commission engineer, W. K. Roberts, assisted in rechecking the results as well as Maj. E. H. Armstrong, FM inventor, and C. M. Jansky and Stuart L. Bailey of the engineering firm of Jansky & Bailey. "Every conceivable opportunity was taken to check the accuracy of this data," it stated.

CONTROVERSY over shifting FM to the 88-108 mc band was reopened Friday by the FCC when it acted on a petition by the Zenith Radio Corp. Hearings open to the public were set for Jan. 18.

The Zenith tests were made on both the 50 mc and 100 mc band from Richland, Wis. to Deerfield, Ill., a distance of 76 miles. The Commission tests were made at Andalusia, Pa.

As the result of both the Deerfield and Andalusia tests, the pe-

(*Continued on page 61*)

NAB 1946 Convention Set for Chicago

First Gathering in Two Years Scheduled Oct. 21-24

By SOL TAISHOFF

NAB's first national convention in two years with an estimated record attendance of 1,500 to 1,800 will be held in Chicago Oct. 21-24. Recommendation of association's special convention committee was unanimously adopted by the board of directors at its meeting in Los Angeles last Thursday and Friday.

Stevens Hotel will be convention headquarters with the Palmer House, which is under the same management, also reserved for the meeting. Previous record attendance of 1,200 was in 1944 but the big increase in NAB membership plus the fusion of FM Broadcasters Inc. led to prediction by C. E. Arney Jr., secretary-treasurer, that attendance might reach 1,800. New equipment in the FM and television fields as well as other innovations and improvements in broadcast service likely will increase the number of exhibitors beyond all previous records, he predicted.

Without touching on the daylight savings time issue the board resolved to ask Congress to establish a system of uniform time, exercising its power under the commerce clause. This action came following a report by President Justin Miller that the Uniform State Laws Committee of the American Bar Assn. had advised him upon inquiry that uniform time is not an appropriate subject for legislation by the individual states. The board's action had no bearing on the quest of station affiliates to eliminate daylight savings time which presumably was adjudged a network affiliate issue not requiring NAB board appraisal.

Freedom Committee

Upon recommendation of E. M. Kirby, NAB counsel on public relations, the board adopted a plan for creation of a Committee on Radio Freedom. The function of this unit, to be named by President Miller, will be to foster the American concept of radio in all parts of the globe as distinguished from state controlled radio. Radio itself under the plan projected would be used to promote American radio's story.

The board approved request by the Army that volunteer replacements from the industry fill vacancies on the staff of the American Forces Network in the European Theatre of Operations created by release of military personnel on the point system. The Army does not anticipate that sufficient trained radio personnel will be available to handle its own replacement needs in Europe to maintain American radio for the morale and information of occupation troops there. A similar request is anticipated from the MacArthur command.

Personnel requested in ETO include assistant operations chief, station managers, engineers, program directors, news editors and announcers. Final selection will be made by the Army. Volunteers should contact NAB headquarters.

Organization of the association's new Employe-Employer Relations Committee brought warm discussion on the scope and extent of the activity of the proposed unit. It was emphasized the new department would be advisory and would not negotiate for stations. It would be the reservoir of information and

(*Continued on page 70*)

Radio Eyes Communications Unrest

Telephone Strikes May Cause Little Disruption

By EDWIN H. JAMES

FOR A MONTH, U. S. Radiomen, fearful of a chain explosion in the sensitive communications labor situation, had listened for the crackle of a fuse. Last week they may have heard it. On a bleak Thursday at 11 A.M. it sputtered to angry life as more than 17,000 workers at 21 Western Electric Co. plants walked off their jobs and into picket lines.

Was this the fuse that would ignite a shattering series of sympathy strikes which might well (1) leave a major part of the vital U.S. communications system paralyzed, (2) uncomfortably dislocate radio operations? No man knew for certain, but U.S. radiomen began looking around for a means of muffling the possible explosions.

What would happen to radio if telephone workers across the nation walked off the jobs? To radiomen the answer at first seemed easy: Let telephone company supervisors, or non-union members who would presumably stay on the job, handle wire operations on network hookups.

RADIO watched the communications crisis prepared to do all possible to maintain uninterrupted program service in case a threatened telephone strike materializes. At press time only Western Electric Employes Assn. had struck.

At second glance, however, the problem was not so simple. Network news and special events chiefs knew that a breakdown of telephone service would put a deep crimp in their style. With maintenance men on strike, how could wire pickups be made? Further, their dependence upon wire service news had them worried since the news services, admittedly fretful at the thought of interrupted telephone service, would be helpless to collect a normal news volume.

To business chiefs of radio appeared the same silent hoodoo that haunted every U.S. businessman who has come to need telephones to conduct his operations. Many a minute saved by telephone calls in the past would be lost by dependence upon slower means of communication.

Radiomen, totaling the probabilities, guessed that in event of telephone strikes there would be: (1) Little severe disruption of network operations, (2) decrease in quality and quantity of special events and news, (3) some inconvenience in the conduct of business.

Meanwhile, labor leaders who had lit the fuse listened happily to its sputtering, frankly planned to fan it to hotter fire until management's offers of wage rises coincided more nearly with labor's demands.

If this were the dangerous ignition fuse, where would the first explosions come? Labor leaders themselves were in pursuit of an answer to that question. Two hours after the strikers walked out, Henry Mayer, attorney for the Western Electric Employes Assn., the striking independent union, bustled to New York's LaGuardia Field and hopped an airliner for San Francisco. His mission: To enlist support of workers in big WE plants on the West Coast.

Day before the strike, Joseph A. Beirne, president of the National Federation of Telephone Workers, WEEA's parent organization, announced that 48 NFTW locals, representing a membership of 263,000, were being polled to determine their willingness to support WEEA with sympathy strikes across the nation. At week's end, results of the poll were still unknown.

Another threat to telephone communications arose as 6,000 members of the Association of Communication Equipment Workers employed in installation of switchboards and similar equipment in telephone offices throughout the nation awaited a strike call next Wednesday.

At week's end representatives of the union and Western Electric were conferring on a wage dispute which began three years ago. If the scheduled strike occurred, the union would picket telephone exchanges, perhaps force many an operator to remain outside.

Meanwhile, as pickets walked through the grey gloom around Western Electric's 21 empty, strike-bound factories in northern New Jersey and New York, the U. S. government, in the person of Federal Labor Conciliator Jacob R. Mandelbaum, was doing what it could to blow out the fuse. When BROADCASTING went to press, Mr. Mandelbaum was puffing hard, but it looked as though his government-

(*Continued on page 76*)

Ardor Chilled

PLANS of the Western Electric Employes Assn. to launch river-going pickets against WE's Passaic, N. J. plant (which has an exit on the Hudson) were swamped the night before operations were scheduled to begin. A motor skiff bearing four willing but landlubber pickets put out from Keyport, N. J., bound for Passaic, 20 miles away. The voyage was abruptly halted a few hundred yards off Keyport when the skiff ran afoul an ice floe and sank. The pickets were rescued by the Keyport fire department. Their only injuries: chilled enthusiasm.

LASKY SELLS KROW STOCK TO SACKETT

PHILIP G. LASKY, vice president of KROW Oakland, Cal., has disposed of his stock interests in the station to Sheldon F. Sackett and on Dec. 31 retired as general manager.

Mr. Lasky

A veteran western broadcaster, Mr. Lasky began his career in 1919 as operator of 9DHI Denver, an amateur experimental station and became associated later with Dr. W. D. Reynolds in 9ZAF, now KLZ Denver. He subsequently served as manager of KFEL Denver and KDYL Salt Lake City.

In 1935 Mr. Lasky went to San Francisco with KTAB, former church-owned station which became KSFO when Wesley I. Dumm and associates bought it. In 1939 Mr. Lasky, Mr. Dumm, president of KROW and Universal Broadcasting Co., and other associates purchased KROW.

Under the FCC duopoly rule Mr. Dumm was forced to dispose of his interests in either KSFO or KROW. He chose to retain KSFO and sold KROW to Messrs. Sackett and Lasky for $250,000 plus net quick assets [BROADCASTING, Dec. 24, 1944]. Mr. Sackett was 65% owner and Mr. Lasky held 35%. Mr. Sackett also is president of KOOS Coos Bay, Ore.

Last August Mr. Lasky and a syndicate headed by Mr. Dumm contracted to buy KXA Seattle. The FCC a fortnight ago placed in the pending files the proposed transfer of KXA and two other stations [BROADCASTING, Dec. 24] because none had been advertised on the open market in accordance with Commission wishes expressed in the Crosley-Avco sale decision. certain, but U.S. radiomen began looking around for a means of muf-

1945 TIME SALES $405,250,000

Preliminary Estimates Made by Projecting Figures for 1944 from Yearbook

BROADCAST advertising in 1945 totaled $405,250,000, according to preliminary estimates by the NAB, projecting figures for 1944 in the BROADCASTING *Yearbook*. Breakdowns by type of rendition, using other source material, follow: National network $189,500,000 compared to $190,677,000 in 1944; regional network $7,500,000, same as 1944; national spot $98,500,000 compared to $93,500,000 in 1944; local, $106,750,000 compared to $100,700,000 in 1944.

National newspaper advertising in 1945 is estimated at $180,000,000 by NAB, dropping from $216,000,000 in 1944. Magazine national advertising increased to $296,500,000 from $274,932,000 in 1944. National radio advertising is estimated by NAB at $295,500,000, rising from $291,177,000 in 1944.

NAB estimates total radio sets in 1945 at 59,000,000, including 33,100,000 radio families; 17,150,000 other sets (extra sets in homes as well as radios in places of business, institutions and hotels); 8,750,000 auto sets.

The new NAB figures, prepared by its Research Dept., are being given to broadcasters at the district meetings, first of which was slated for Jan. 7-8 at the Roosevelt Hotel, Hollywood. They were published by the NAB Dept. of Broadcast Advertising for use of stations.

Drawn for BROADCASTING by Sid Hix

"He's a radio lawyer. Said something about a lot of hearings!"

Clear Channel Hearings Begin Jan. 14

Appearances Filed With Commission Include Many Stations

AFTER many postponements, the important clear channel hearings finally get under way next week.

Scheduled to begin Jan. 14 and to continue for five days, to resume at some undetermined date, the initial hearings are expected to set the stage for what will undoubtedly be the battle royal of radio—the fight over the retention or disintegration of the highly prized clears.

Both Chairman Porter and Commissioner Jett have expressed themselves to Congress on the future pattern of broadcasting—high-powered standard stations and FM. At the same time, there has been a marked tendency toward breaking down the clear channels to make more stations available.

Pros and Cons

That there will be a strong clamor on the part of regional broadcasters and others to invade the domain of the clears is evident from the appearances which were filed by broadcasters last spring in anticipation of the hearings originally scheduled May 9.

Extent of opposition to any further reduction in the number of clears is likewise shown in the appearances entered by members of the Clear Channel Broadcasting Service and the number of witnesses who plan to testify for clear channel stations.

In its order calling for the hearings, the Commission declares that there are still large areas of the nation which receive no radio service during the day and no primary service at night; that many applications have been filed for additional stations and for higher power on the clear channel frequencies; and that it is desirable to determine if any changes are necessary in connection with the clear channels prior to a renegotiation of the North American Regional Broadcasting Agreement (NARBA) which expires March 29, 1946.

The Commission order lists 11 issues which are to be determined by the clear channel hearings. These are:

Issues Listed

1. What recommendation the Commission should make to the Dept. of State for changes in the provisions of NARBA.

2. Whether the number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.

3. What minimum power and what maximum power should be required or authorized for operation on clear channels.

4. Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 watts would unfavorably affect the economic ability of other stations to operate in the public interest.

5. Whether the present geographical distribution of clear channel stations and the areas they serve represent an optimum distribution of radio service or whether the fair, efficient, and equitable distribution of radio service among the several states and communities specified in Section 307(b) of the Communications Act requires a geographical redistribution at this time.

6. Whether it is economically feasible to relocate clear channel stations so as to serve those areas which do not presently receive service.

7. What new rules or regulations, if any, should be promulgated to govern the power or hours of operation of Class II stations operating on clear channels.

8. What changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.

9. Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas.

10. The extent to which the service areas of clear channel stations overlap and the extent to which this involves a duplication of program service.

11. What recommendation, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

Appearances filed for clear channel hearings follow:

KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester, WJR Detroit, WBAP Fort Worth, WCAU Philadelphia, WSB Atlanta, WGN Chicago, WLW Cincinnati, WLS Chicago, KDKA Pittsburgh, all represented by Louis G. Caldwell as counsel for Clear Channel Broadcasting Service.

Sioux Falls (S. D.) Broadcast Assn. (KSOO), WWSW Pittsburgh, WCAE Pittsburgh, WBAP Fort Worth, North Carolina Broadcasting Co. (WBIG Greensboro), Minnesota Broadcasting Corp. (WTCN Minneapolis-St. Paul), King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids), Associated Broadcasting Corp. (WTBO Cumberland, Md.), WSOC Charlotte, N. C., Capitol Broadcasting Corp. (WISH Indianapolis), WWL New Orleans, Intermountain Broadcasting Corp. (KDYL Salt Lake City), KOIN Portland, Ore., Memphis Publishing Co. (WMC Memphis), all represented by Segal, Smith & Hennessey.

WCAR Pontiac, Mich., United Broadcasting Co. (WHK Cleveland, WHKC Columbus, WHKK Akron),

(*Continued on page 75*)

F. B. Ryan Jr. Takes Father's Post As President of Ruthrauff & Ryan

Mr. Ryan

Mr. Ryan Jr.

FREDERICK B. RYAN Jr. last week succeeded his father as president of Ruthrauff & Ryan. The elder Mr. Ryan remains with the agency as chairman of the board.

Succession of son to father's job came after the former's return from Navy service. He was gunnery officer on a destroyer escort in the Atlantic and Mediterranean, and before entering the Navy was treasurer of Ruthrauff & Ryan.

He joined the agency in 1928 after graduation from Yale. Early in his career he became co-director of the agency's radio department and in that capacity was largely responsible for the then new development of spot campaigns. R&R today claims it places more spot business than any other agency.

In 1937 he became director and vice president of the company and was made treasurer in 1942.

As president, he inherits not only his father's job but also his father's advertising dictum.

"For nearly 34 years," said Mr. Ryan Jr. upon assuming the presidency, "we have had a conscientious devotion to one advertising principle. You might call it the R&R slant: Will it sell?

"That is the R&R measure of good advertising whether applied to merchandise or to institutional ideas."

Mr. Ryan Jr. thinks advertising men will play "an increasingly important part in world development." He urged them to develop keen interests in world affairs.

Mr. Ryan Sr., co-founder of the agency with the late Wilbur Barlow Ruthrauff in 1912, has been president since the company was incorporated in 1916.

Legal Post at NAB To Comdr. Pettey

Peterson, Kibler Are Named To Employe-Employer Dept.

IN LINE with its all-around expansion program NAB last week appointed Lt. Comdr. Don Pettey to serve as general counsel, succeeding John Morgan Davis, who resigned Dec. 20 to devote full time to his law practice.

Comdr. Pettey is now engaged in contract work at Navy Dept. headquarters in Washington. He is a former Los Angeles practicing attorney and was a student of Judge Justin Miller when the NAB president was dean of law at the U. of California.

Kibler Transferred

Milton J. Kibler, NAB assistant general counsel, was transferred to the new Employe-Employer Relations Dept. as an assistant director. In this post he is coordinating information in the NAB files covering contracts, wages and working conditions. He also will work on sample contracts for guidance of stations in employe relations.

Ivar H. Peterson, assistant general counsel of the National Labor Relations Board in charge of the Review Section, last week was named an assistant director of the department. He joins NAB Feb. 4.

After a third assistant director has been named the Employe-Employer Relations Dept. will likely be organized into three distinct units—music, talent and technicians—with an assistant director in charge of each.

Naming of a top executive to head the department has been under consideration for some time but it is understood no agreement has been reached on the type of labor counsel desired or the scope of activities. Funds for the department were authorized last winter by the NAB board and reaffirmed at the October meeting.

KMBC-FM Broadcasting On High, Low Bands

FIRST FM station in the Kansas City area to broadcast both on the high and low bands, KMBC-FM began operations on its new frequency of 97.9 mc on the last day of 1945. The station intends to continue to maintain its daily program schedule on its old 46.5 mc location until receivers for the high band are generally available to the public. The station pioneered as a developmental station for several years prior to starting commercial service in June 1944.

Sloan's Campaign

STANDARD LABS., New York, (Sloan's Liniment), is preparing a new advertising campaign which will include radio spot announcements. Agency is Wesley Assoc., New York.

Repercussions Echo After Byrnes' Report

State Department Decision to Use Only One Net Stirs Altercation

By ROBERT K. RICHARDS

THE NETWORKS broke off diplomatic relations with the State Dept. last week.

The split came, it is understood, when the department decided to book Secretary James F. Byrnes' report on his Russian conferences on one network—NBC (Dec. 30, 10-10:30 p.m. EST).

The decision was made in the office of William Benton, Asst. Secy. of State for Public Affairs and former partner in Benton & Bowles, advertising agency.

Repercussions, popping like Chinese firecrackers, lasted from 1945 to 1946 and have not yet subsided. The altercation involved not only the State Dept., but the FCC and, indirectly, the White House.

Knuckle-Rapping Possible

It is possible that some Washington knuckles will be rapped by the President's ruler as a result of the affair.

In sequence, these were the developments:

Sunday morning, news wires announced that Secretary Byrnes would report to the people via radio at 10 p.m.

It was understood that the program had been offered to NBC and CBS. The latter network exclusively carried Mr. Byrnes' report following the London conference [BROADCASTING, Oct. 15]. In the present case, neither network wanted the broadcast, it is alleged, unless on an exclusive basis. CBS withdrew. NBC scheduled the Byrnes report.

Meanwhile WINX Washington, owned by the influential *Washington Post*, complained to the State Dept. that such exclusive scheduling was unfair. WINX earlier had protested the exclusive CBS pickup of the London report.

The State Dept. said WINX could carry the Dec. 30 program, if arrangements could be made with NBC for the pickup. Wayne Coy, general manager of the Washington outlet, made the arrangements. He was asked by NBC to acknowledge on his station that the program was being aired over WINX by courtesy of the network. Mr. Coy told NBC that he would do so, he reported, if the network would acknowledge over its facilities that the Washington station was carrying the program. Impasse.

A. A. "Abe" Schechter, news and special events chief of Mutual, meanwhile read that Mr. Byrnes was to broadcast and called John Howe, assistant to Mr. Benton. He told Mr. Howe, it is reported, that MBS was clearing time for the program. Mr. Howe reported back subsequently to Mr. Schechter that NBC was handling the origination exclusively.

Mr. Schechter condemned this policy. He said that one government agency (FCC) asked that stations carry public service broadcasts and that another (the State Dept.) denied stations an opportunity to do so. He reached for a telephone to call Mr. Byrnes. Mr. Howe reached for a telephone to call Mr. Benton.

At about that same time, reports have it, Mr. Benton was reaching for a telephone to call Paul A. Porter, chairman of the FCC.

Hereafter events become hazy. Out of the mouths of "usually informed sources," however one deduces that the cause celebre moved in the following pattern:

Mr. Benton told Mr. Porter he was having some difficulty in arranging Mr. Byrnes' broadcast. Mr. Porter reminded Mr. Benton that he was in the regulating business and should not interfere in station or network program activity. Mr. Porter also noted to Mr. Benton that he had expressed himself unofficially on the same problem before [BROADCASTING, Nov. 19]. He had maintained that reports by public officials such as this one should be made available to ALL comers.

Anyway, it did develop, apparently, that Mr. Porter called CBS and NBC and tried to patch up the leaking dike. Officials of the two networks did not like to have suggestions about programming from the FCC chairman. They have been muttering about this ever since in their secret chambers, although it is true that there has been no public pronouncement about their annoyance.

CBS decided to schedule the broadcast.

That added up to NBC, CBS and WINX.

White House Called

While this was going on, Mr. Benton's department had been on the phone to the White House—attempting to solicit Presidential intercession. The President was on a yacht in the Potomac. It seems likely that the matter did not reach his attention directly at that time, but that it was called to the attention of Charles Ross, his press secretary, who was with him. Mr. Ross said it didn't concern the White House.

Mr. Benton's ministers called Mr. Schechter. Mutual joined the parade. And that's the way they went to the post—with NBC, CBS, MBS and WINX carrying the program. ABC, meanwhile, stayed out of the strife.

Subsequently Albert Warner, WOL news chief in Washington, broadcast on his station (6 p.m., Dec. 31) a biting criticism of the fiasco. He said, among other things: "It took eight hours and various forms of intervention to convince the high-titled publicity experts in the State Department that such a principle (non-discrimination in governmental release of major news) was of any consequence . . . The question which arises among news men is whether this argument and commotion will have to be repeated all over again the next time the State Dept. has major news to offer. Another question is whether bungling and discrimination and short-sighted promotion technique are to be applied to the big government information service reaching into 60 other nations which the State Department proposes to set up under Mr. Benton."

Earl Godwin, speaking from WMAL Washington over ABC at 6:30 p.m. Dec. 31, said that it was doubtful whether all networks should be used for any broadcast short of a report by the President. "Never," he added, "was so much pressure exerted from high and highest-up on the radio industry for a full blackout of all programs so that Mr. Byrnes' last night radio address could dominate the air waves."

Statement by Sec. Benton

LATE FRIDAY, William Benton, Assistant Secretary of State, had this to say about the confusion attending the Sec. Byrnes broadcast of Dec. 30:

When Secretary Byrnes returned from Moscow Saturday noon, December 29th, he indicated that he wished to make a radio report on the Moscow Conference at 10 o'clock Sunday evening. I communicated with the Washington offices of the five networks and with the Washington independent, WINX, inquiring whether they would carry the broadcast on a sharing basis open to all.

CBS and NBC refused to carry Secretary Byrnes' talk unless it was given to them "exclusively" (though NBC made one exception, in favor of WINX). Because I thought it was imperative to secure maximum coverage for the Secretary's talk, at about 6 o'clock on Saturday afternoon I agreed to give the broadcast to NBC, on an exclusive basis (plus WINX). CBS carried the Secre-

(*Continued on page 77*)

12 FM and 10 AM Stations Authorized

FCC Makes Conditional Grants; Hearings Consolidated

TWELVE more FM stations and 10 standard outlets were authorized last week by the FCC, bringing the total FM grants to 241. In each case the latest grants were conditional, with applicants given 90 days in which to file additional engineering data if requested by the Commission.

At the same time the FCC designated for hearing applications for five FM stations in Peoria. Three applicants for standard stations were granted petitions requesting consolidated hearings with other conflicting applications. They included Homer Rodeheaver, for 1250 kc, 1 kw power, at Winona Lake, Ind., designated to be heard in Washington Feb. 21 with applications of WGL, WREN, WSAU, Midwest Broadcasting Co. and Virginia-Carolina Broadcasting Corp.

Crescent Broadcast Corp., Philadelphia, was granted its request that application for a new station be heard with those of Camden Broadcasting Co. and Chambersburg Broadcasting Co. Petition of

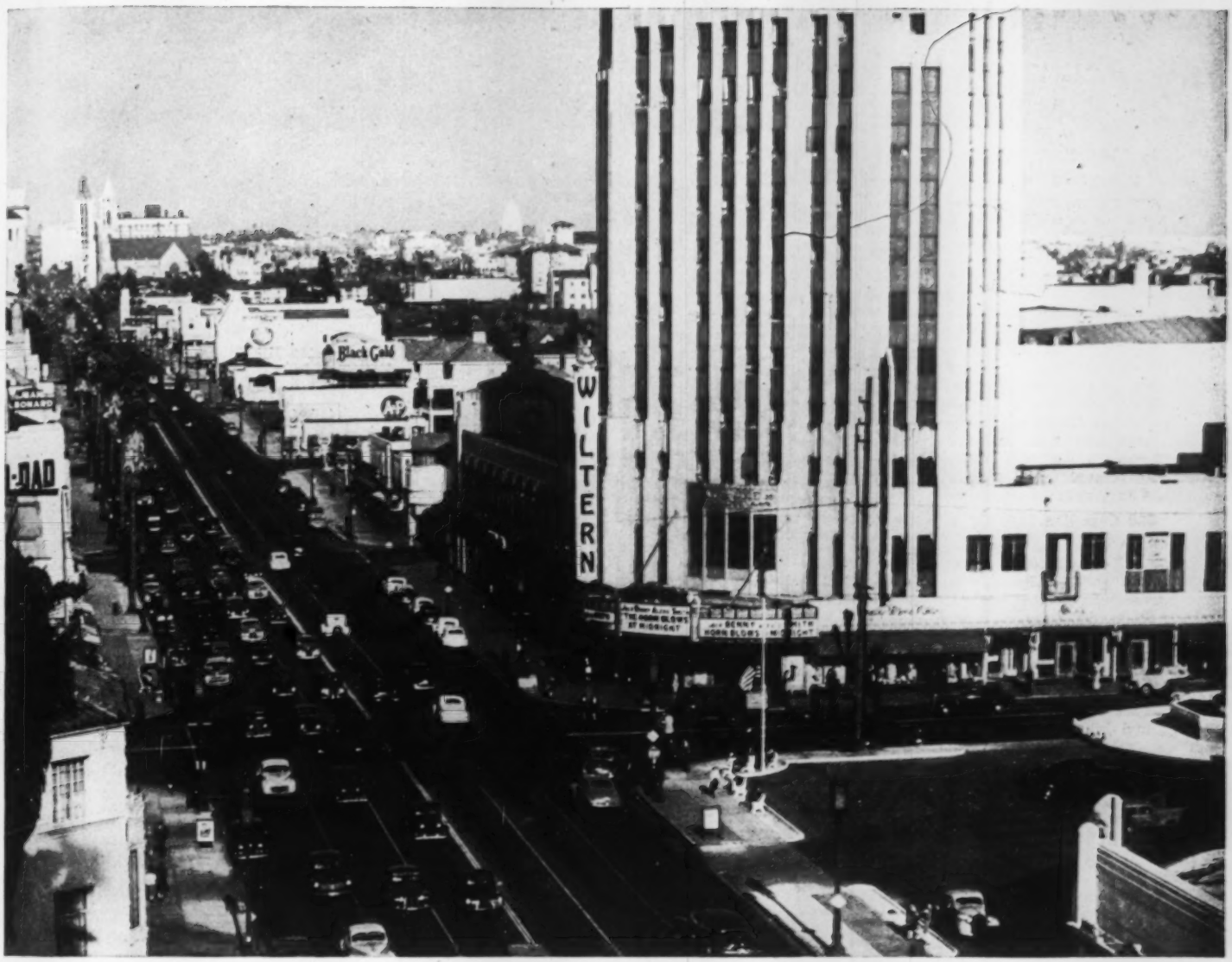
(*Continued on page 62*)

Following is a list of the FM grants:

City	Grantee	Interest in Standard Station	Type of FM Station
	CALIFORNIA		
Fresno	KARM, The George Harm Station	KARM	Metropolitan
Richmond	Contra Costa Broadcasting Co.	..	Community
San Jose	Valley Broadcasting Co.	..	Metropolitan, possibly rural
Santa Maria	Santa Maria Daily Times	..	Community
	CONNECTICUT		
Danbury	The Berkshire Broadcasting Corp.	..	Community
Meriden	Silver City Crystal Co.	..	Metropolitan
New Haven	Elm City Broadcasting Corp.	WNHC	Metropolitan
	KANSAS		
Wichita	The Radio Station KFH Co.	KFH	Metropolitan
	MICHIGAN		
Lansing	WJIM, Inc.	WJIM	Metropolitan, possibly rural
	NEW JERSEY		
Atlantic City	Neptune Broadcasting Corp.	WFPG	Metropolitan
Atlantic City	Press-Union Publishing Co.	WBAB	Metropolitan
	PENNSYLVANIA		
Lancaster	WGAL, Inc.	WGAL	Metropolitan

DESIGNATED FOR HEARING

The 5 following applications were designated for consolidated hearing:
Peoria Broadcasting Co.; F. F. McNaughton; Mid-State Broadcasting Co.; Radio Peoria Inc., and Midwest FM Network, Inc., all for Peoria, Ill.



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our big point about radio in Baltimore:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Navy Needs 540-kc Channel for Year

Jett Tells Meeting FCC Must Then Hold Hearings

By BILL BAILEY

LITTLE HOPE of the U. S. broadcasters using the 540-kc channel for a year or more was reported last Friday by FCC Commissioner E. K. Jett.

The Navy, he explained, will not release the channel, which was added to the standard band early last year.

Commissioner Jett made the statement at a meeting of industry representatives with the FCC and State Dept. preparatory to the forthcoming engineering conference of signatory nations to the North American Regional Broadcasting Agreement (NARBA), set for Feb. 4 in Washington.

540 Canadian I-A

Before the 540-kc channel can be used, the FCC must hold hearings to determine whether it will be allocated as a clear channel, regional or local frequency. Canada, it was pointed out, is using 540 kc as a I-A channel.

Steering discussion looking to the Feb. 4 engineering conference, Commissioner Jett, who called the meeting and served as chairman, said the FCC had agreed to go along with Canada on a two-year extension of NARBA, which expires March 29. Canada had proposed the two-year extension, while the U. S. earlier had advocated that NARBA be kept in force for an additional year. Cuba served notice at the September Rio Conference, however, that she would not agree to an extension of NARBA. Cuba demanded a new treaty immediately.

General feeling at the Friday conference was that all nations should come to the Feb. 4 meeting prepared to support demands with engineering data. It was indicated that formal invitations from the State Dept., expected to go out this week, would include the request that engineering data be prepared by all countries.

Although the agenda had not been reached at noon recess, Commissioner Jett said the tentative agenda includes discussion of periodic engineering meetings of each country, protection to other nations, FM, and the technical field generally. It was agreed by the industry representatives that the U. S. should take affirmative action to help establish uniform engineering standards in the signatory nations.

It is planned that should the signatory nations agree to the two-year extension of NARBA, that an executive engineering agreement will be drawn up, making certain concessions and relaxing, if necessary, terms of NARBA, to meet conditions which have arisen since the treaty became effective five years ago.

T. A. M. Craven, former FCC Commissioner, caused a sensation at the morning session when he said he believed clear channels should be broken down "first in the U.S.". He had registered for the meeting as representing the National Assn. of Broadcasters. When asked after his statement whom he represented, he replied that he represented the NAB, the Regional Broadcasters and the Cowles Broadcasting Co., of which he is vice president.

USE of 540-kc channel for standard broadcasting is still a year or more away, FCC Commissioner E. K. Jett told industry representatives, meeting Friday at Commission in preparation for North American Enginering Conference Feb. 4. Navy won't release channel until some time next year at earliest. Mr. Jett also said FCC would go with Canada on request that Northh American Regional Broadcasting Agreement, which expires March 29, be continued two years.

As the afternoon session opened, however, Mr. Craven received permission to make an additional statement. He said that he did not intend his original remarks to be interpreted as an expression of NAB policy on the clear channel issue. He said the NAB policy of neutrality was well known.

Louis G. Caldwell, Clear Channel Broadcasting Service, at the afternoon session asked that no matters be acted upon at the NARBA Feb. 4 meeting which would prejudice decision of FCC on evidence taken on Jan. 14 clear channel hearing.

Registered at the Friday session were the following:

Commissioner Jett; Rosel H. Hyde, general counsel; George P. Adair, chief engineer; John A. Willoughby, assistant chief engineer in charge of Broadcast Division; M. H. Woodward, chief, International Division; N. H. McNaughten, H. U. Graham, M. A. Price, representing FCC.

Harvey Otterman, assistant chief, Telecommunications Division, State Dept.; D. R. McQuivey, Norman L. Canster, State Dept.; Richard C. O'Hare, Midland Broadcasting Co.; Louis G. Caldwell, Clear Channel Broadcasting Service; Mr. Craven, NAB; Frank G. Kear, ABC; William B. Lodge, CBS; Frank Marx, ABC; Joseph McDonald, ABC; Andrew G. Haley, ABC; Frank U. Fletcher, Durham Broadcasting Co.

James P. Veatch, Philip F. Siling, RCA; G. B. Margraf, Raymond F. Guy, NBC; Clure H. Owen, ABC; George M. Lohnes, WSJS; E. M. Johnson, MBS; R. P. May, May & Bond; John Creutz, consulting engineer; James P. McNary, WSUN; Carl E. Smith, H. K. Carpenter, United Broadcasting Co.; John Barron, WLOF KTRB; Stuart L. Bailey, Jansky & Bailey; R. M. Pierce, WJR; A. D. Ring, Ring & Clark; E. C. Page, MBS.

George C. Davis, WPDQ KTRH WPEN WJW; William C. Koplovitz, Voice of Porto Rico, KMBC; R. N. Harmon, John W. Steen, Westinghouse Radio Stations; Philip J. Hennessy Jr., attorney; Paul D. P. Spearman, Regional Broadcasters Committee; Lt. Col. Herbert Wilson, Signal Corps; Eliot C. Lovett, Central Florida Broadcasting Corp.; Philip G. Loucks, WQAM WSUN WHKK WQXR WLS WGGF; Robert M. Booth Jr., attorney.

FBIS Saved from Liquidation, Taken Over By War Dept.

RESCUED when it was on the verge of complete liquidation, the Foreign Broadcast Intelligence Service became a part of the War Dept. last week with every likelihood that it will have permanent status in the Government.

The shift from the FCC, with which the Service was affiliated since its establishment five years ago, was accomplished through the joint efforts of the State, War, and Navy departments which asked that the operation be continued. Informal clearance of a plan to make War Dept. funds available to carry the Service until June 30 was obtained by a delegation representing the three departments from the appropriation committees of the House and Senate. House failure to provide adequate funds had caused the FCC to suspend FBIS operations [BROADCASTING, Dec. 10].

Cooperative Plan Proposed

A spokesman for the State Dept., which has been particularly anxious to have the FBIS continued in connection with the international information program, said the service may be continued after June 30 on a cooperative arrangement between the departments or may be taken over by the State Dept.

At the FBIS employes were kept in continuous suspense pending the developments which brought about the transfer. It was learned that approximately 60 workers, mostly clerical, had resigned. Most of the professional members were retained, however, and it was expected that full operations would be reached within a week. The service now has a staff of about 220 but its allotment calls for 275 employes.

Last Thursday, the FBIS issued its first daily report of foreign radio broadcasting in about a month. The document, a 150-page digest of items culled from foreign broadcasts by its monitoring stations in Silver Hill, Md., Portland, Ore., Hawaii and Guam, and supplied through arrangements with BBC, is sent out to a mailing list of about 600 officials in various Government agencies.

Director of FBIS is Russell M. Shepherd who came to the Commission in 1943. He was previously with the Department of Agriculture in an administrative post.

PORTER ESTIMATE ON WLW DATA ERRS

FCC CHAIRMAN Paul A. Porter informed the House Committee on Appropriations Thursday that during his testimony last October he erroneously estimated the broadcast income of WLW Cincinnati for 1944 at $2,800,000 instead of $1,200,000. In a letter, under date of Jan. 3, to Rep. Joe Hendricks (D-Fla.), chairman of the Independent Offices Subcommittee of Committee on Appropriations, Chairman Porter wrote:

Dear Congressman:

On page 19 of the hearings before the subcommittee on the First Deficiency Appropriation Bill for 1946, the following statement by me appears:

> "Mr. Porter. I would say that the most profitable station I know of would be WLW in Cincinnati, which in 1944, on a gross return—and I am relying wholly on my memory now—a gross income of $4,000,000, earned about $2,800,000 before Federal taxes."

My attention has now been called to the fact that my memory in this instance was faulty. The correct facts appear to be that on the basis of gross revenues exceeding $4,000,000, Station WLW had expenses of about $2,800,000, leaving approximately $1,200,000 as broadcast income before Federal income tax.

I have already expressed my regrets to Station WLW concerning this slip; and I would appreciate your arranging, if it is not too late, to have this letter printed at the end of my testimony on the 1947 regular Independent Offices Appropriations Hearings.

Sincerely yours,
Paul A. Porter,
Chairman

Gen. Hayes Will Join Steinmann Enterprises

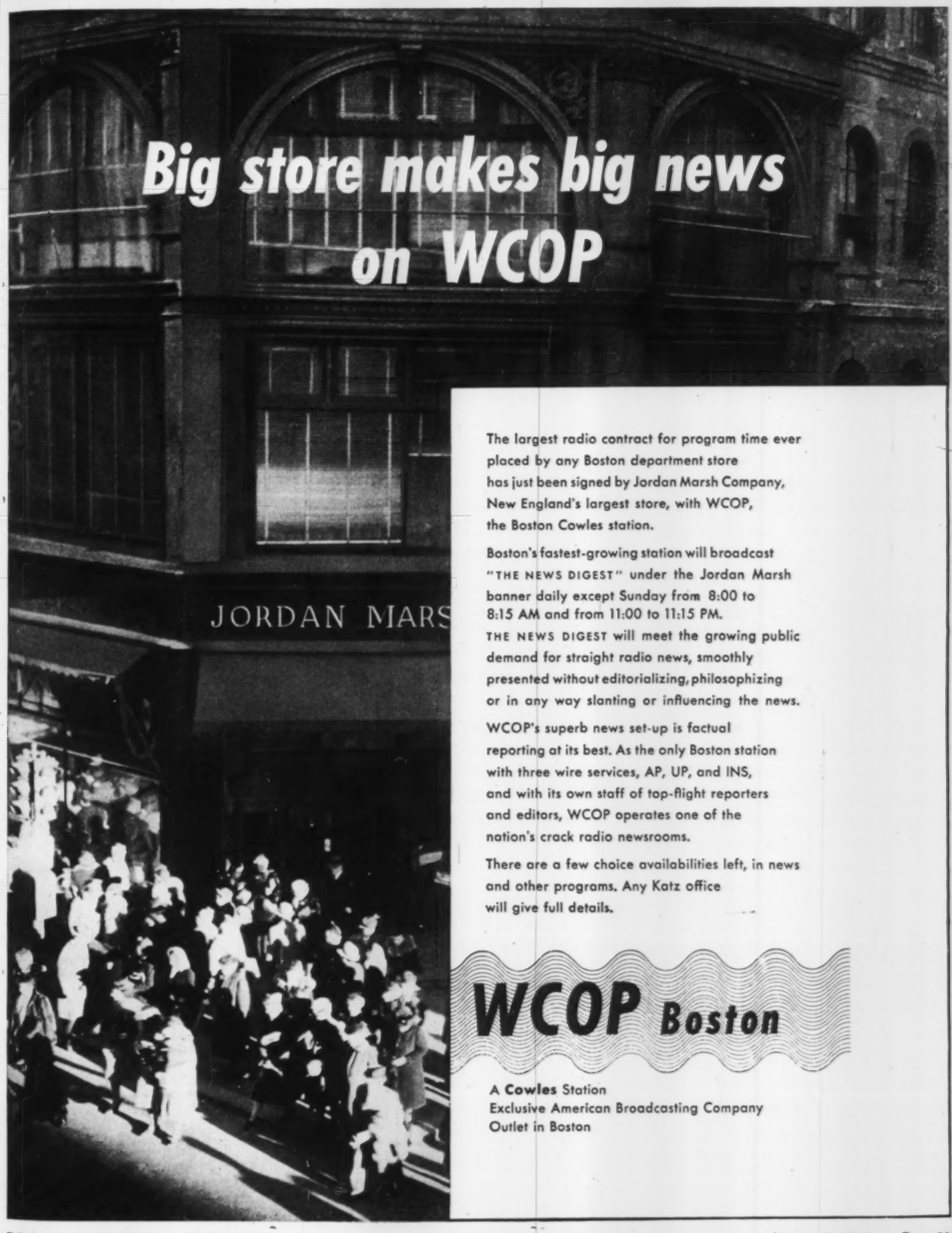
MAJ. GEN. PHILIP HAYES, retiring commander of the Third Service Command, Baltimore, will join Karl F. Steinmann, applicant for a television license in that city, in his radio enterprises.

Announcing his plans last week, Gen. Hayes said he would take several months rest before joining Mr. Steinmann. Mr. Steinmann said that his interests would extend to standard and FM facilities for Baltimore, also.

Gen. Hayes will maintain headquarters in the Tower Bldg., Baltimore, Jack Stewart will act as his radio director [BROADCASTING, Dec. 31]. Mr. Steinmann is president of the Tower Realty Co.

Aldon Tests Three

Aldon Rug Mills Inc., New York (Beauty-Tred Rugs), Jan. 13 starts weekly quarter-hour transcribed program of Hawaiian music *Hawaiian Color Magic* for 13 weeks on WGN Chicago, WTAM Cleveland and WOR New York. Agency, Dudley Rollinson Co., New York.



Big store makes big news on WCOP

The largest radio contract for program time ever placed by any Boston department store has just been signed by Jordan Marsh Company, New England's largest store, with WCOP, the Boston Cowles station.

Boston's fastest-growing station will broadcast "THE NEWS DIGEST" under the Jordan Marsh banner daily except Sunday from 8:00 to 8:15 AM and from 11:00 to 11:15 PM.

THE NEWS DIGEST will meet the growing public demand for straight radio news, smoothly presented without editorializing, philosophizing or in any way slanting or influencing the news.

WCOP's superb news set-up is factual reporting at its best. As the only Boston station with three wire services, AP, UP, and INS, and with its own staff of top-flight reporters and editors, WCOP operates one of the nation's crack radio newsrooms.

There are a few choice availabilities left, in news and other programs. Any Katz office will give full details.

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company
Outlet in Boston

NEW USES OF PHILCO FM PLAN FORESEEN

PROMISING applications of the new Philco Advanced FM system in broadcasting, television, communications, and industrial electronics are seen by John Ballantyne, Philco president, in a letter to stockholders accompanying the Dec. 27th dividend checks. The system, says Mr. Ballantyne, "represents the first major postwar advance in the radio art which is available to the public.

"It comes as one logical consequence of the Company's broad program of wartime research in ultra-high frequency radio, which Philco carried on for military purposes and is now continuing in the development of commercial products. There is every reason to believe that many other applications of this basic research can be expected in the period just ahead."

Built around a new seven-element vacuum tube and circuit, the system affords greater purity and clarity of tone than the conventional FM receiver, according to Mr. Ballantyne.

AT THE Coffee Barr at WKY Oklahoma City are (l to r) Al Donaldson, announcer; Thelma Horton, production secretary; Wayne Smith, vocalist; Jimmie Morris, control room engineer; Helen Barr, home service director; Anna Hartfield, maid; Adele Mohr, commercial manager's secretary; Doris Gibson, commercial department secretary.

Valentine Is M.C.

LEW VALENTINE, assistant radio director of Grant Adv., Chicago, has taken over as m.c. on ABC "Curtain Time" (Mars Inc.) Thurs. 9-9:30 (CST). He was the original Dr. I. Q.

'COFFEE BARR'

WKY Finds Way to Reduce Morning Work Losses

(See picture at left)

WKY Oklahoma City was losing too many work hours because of morning coffee. So the Coffee Barr was born.

To permit employes to have their morning coffee but to cut down the number of work hours lost by personnel journeying from WKY's fifth and sixth floor studios to the street and thence to a restaurant to get it, the Coffee Barr was set up in the station's kitchen-suite. It is supervised by Helen Barr, WKY home service director.

Station officials said the work-hour loss was reduced by more than 50% immediately, and the Barr showed a $50 profit in six weeks. The employes voted to give the profits to a crippled children's party supervised by Julie Benell, producer-director of Women Commandos, which is broadcast five days a week under sponsorship of Oklahoma Natural Gas Co.

The Coffee Barr alternates brands sponsored by the station's clients, and also provides doughnuts, cakes and cookies at no extra charge.

Commentators Lauded

THE COMMITTEE for the Defense of Civil and Religious Liberty in America, in its official bulletin, "On Guard, America," recommended the following radio commentators to citizens desirous of learning "the undistorted facts on our foreign policies and the unvarnished truth on domestic and international affairs": Cecil Brown, Hans Jacob, Frank Kingdon, Drew Pearson, Johannes Steele and Walter Winchell. Attacking the House Committee Investigating Un-American Activities for subjecting liberal commentators to "an intimidating scrutiny" of their broadcasts, the bulletin urged opposition to reported intentions of the House Committee to legislate control over stations and commentators.

Racket Exposed

FOR EXPOSING a magazine subscription racket victimizing veterans, KALL Salt Lake City has received a citation from the Salt Lake Business Men's Alliance. Through its *Controversially Yours* program, the station on Nov. 27 dramatized the racket, with an ex-serviceman, Mayor Earl Glade and leaders of VFW posts cooperating with Bill Willar, KALL special events man. Later the FBI and local police joined to end the nuisance in the Utah and Intermountain area, acting on information gained through the program. KALL has entered *Controversially Yours* in the annual Peabody Award competition for public service programs.

everybody knows

WBIG

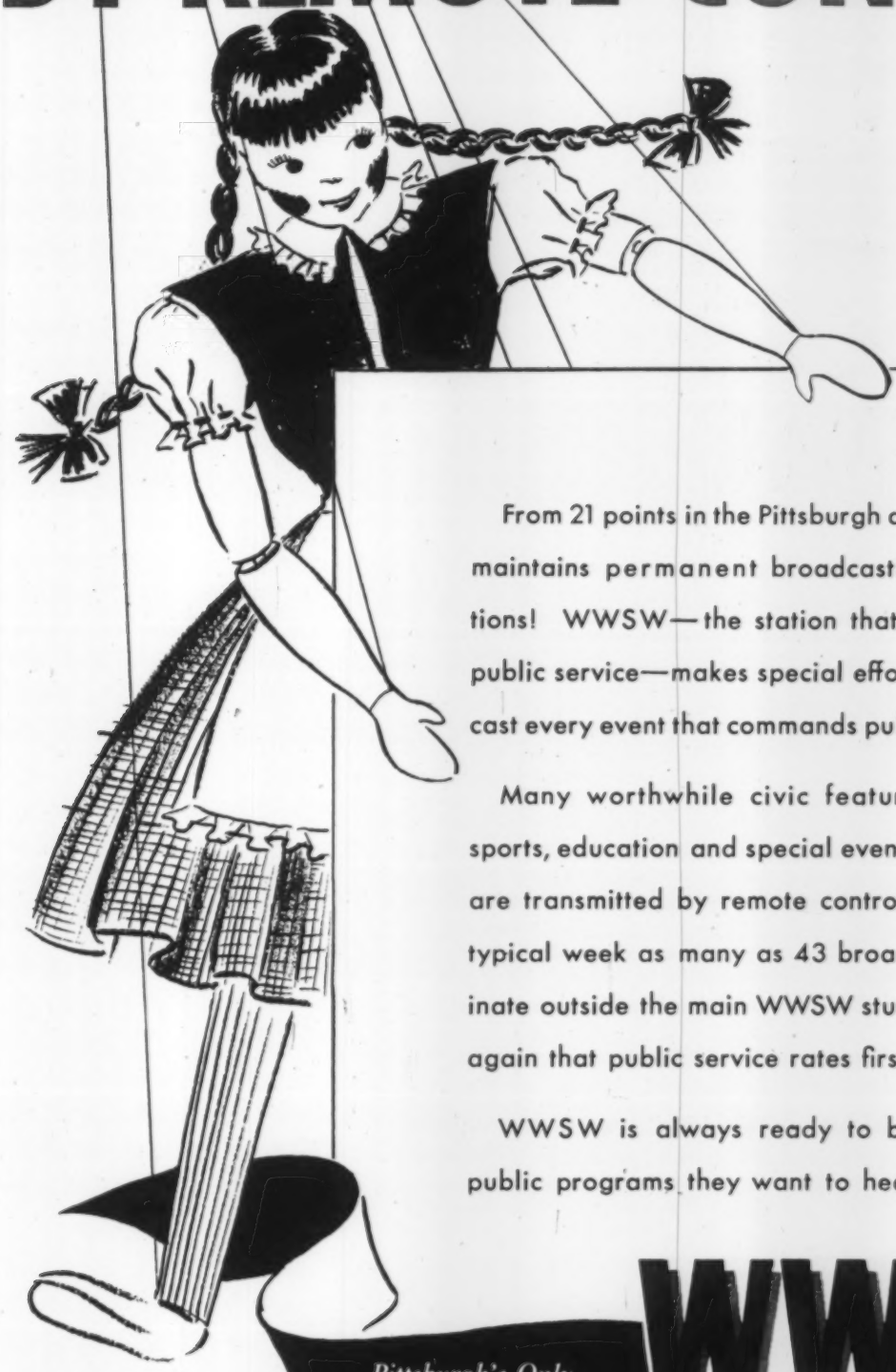
means good broadcasting

columbia affiliate

greensboro, n. c.

represented by hollingbery

BY REMOTE CONTROL



From 21 points in the Pittsburgh area WWSW maintains permanent broadcasting installations! WWSW—the station that believes in public service—makes special effort to broadcast every event that commands public interest.

Many worthwhile civic features such as sports, education and special events programs are transmitted by remote control. During a typical week as many as 43 broadcasts originate outside the main WWSW studios—proof again that public service rates first.

WWSW is always ready to bring to the public programs they want to hear.

Pittsburgh's Only 24 Hour Station

WWSW

WWSW, INC., Pittsburgh, Pa.——Represented by Forjoe & Co.

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

G. RICHARD SHAFTO, General Manager

J. DUDLEY SAUMENIG, Sales Manager

FREE & PETERS, Inc., National Representatives

CHECKING script cues of *Smilin' Ed McConnell and His Buster Brown Gang* show, which has shifted origination from Chicago to Hollywood, are (l to r) Herbert Donovan, writer-director; Frank Cornwell, vice president and advertising manager, Brown Shoe Co., St. Louis, sponsor of the weekly half-hour program; Ed McConnell, star of the series; Frank Ferrin, Chicago vice president in charge of radio for Leo Burnett, agency for account; Owen Smith, Los Angeles manager of agency.

Most Iowa Listeners Prefer To Get Big News From Radio

THREE out of four Iowa radio listeners depend most on radio for national and war news, with newspapers ranking second, according to the 1945 Iowa Radio Audience Survey conducted by Dr. Forest L. Whan, U. of Wichita, and published by WHO Des Moines. Data were collected in April-May 1945, with 7,454 families interviewed.

Among urban men, 61.6% rely most on radio for national and war news as against 22.8% relying on newspapers; magazines, 0.6%; other people, 0.8%; no choice, 14.2%. Figures for village men were radio, 71.7%; newspapers, 15.9%; no choice, 12.4%. For farm men, radio, 81.5%; newspapers, 7.9%; magazines, 0.1%; other people, 0.1%; no choice, 10.4%.

Among urban women, 69% rely most on radio for national and war news; newspapers, 15.8%; magazines, 0.5%; other people, 0.9%; no choice, 13.8%. Village women, radio, 74.4%; newspapers, 11.2%; magazines, 0.2%; other people, 0.1%; no choice, 14.1%. Farm women, radio, 82.9%; newspapers, 7.7%; magazines, 0.1%; no choice, 9.3%.

Nearly 90% of Iowa listeners believe radio is "doing a good job," with less than 7% deeming it a "fair job" and less than 2% a "poor job."

About one in five women listeners and one in four men listeners believe radio can give better service in Iowa. They offered suggestions, with one in five wanting fewer commercial announcements. Only 0.8% of women and 2.4% of men of those offering suggestions favored elimination of serial stories, with 5.3% of women and 4.1% of men wanting "less" serials.

General items which annoy listeners, topped by objection of 3.4% of women and 2.7% of men to singing commercials, included liquor, beer or wine advertisements; tobacco; soap; all commercials; all serials; all spot announcements; patent medicine; too many commercials; transcribed commercials; absurd claims; all mystery shows.

News again is the top favorite program type for both women and men, according to the survey, taken at the time of V-E Day developments. Women liked program types in this order (naming five best-liked types): news, 79.8%; comedians, 65.3%; popular music, 51.5%; complete drama 47.3%; audience participation 37.7%; variety shows 32.4%; serial drama, 29.4%; religious music, 27.9%; oldtime music, 24.6%; band music, 23.5%; classical music, 20%; talks and comment, 14.7%; devotionals, 14.0%; sports, 10%; market reports, 8.3%; talks on farming, 7.4%.

Peak Periods

Program choices of men follow: News, 84.8%; comedians, 70.2%; popular music, 43.2%; audience participation, 37%; complete drama, 35.6%; sports, 30.3%; oldtime music, 29.5%; variety shows, 27.7%; band music, 22.6%; talks and comment, 20.2%; market reports, 18.8%; religious music, 18.6%; classical music, 15%; talks on farming, 13.3%; devotionals, 11%; serial drama, 10.3%.

Three peak listening periods are shown in the Whan data. First occurs at 7-8 a. m., second at noon and third at 8 p. m., with nearly

(*Continued on page 57*)

A radio station is known by the *Companies* it keeps

"What Should We Do with the A-Bomb?" . . . "Is Forced Arbitration a Threat to Free Enterprise?" "Should Military Training be Compulsory?" Weighty topics, you'll admit, even for adults. Yet they're everyday topics of discussion by high school students on the *New* WJJD's "High School Forum".

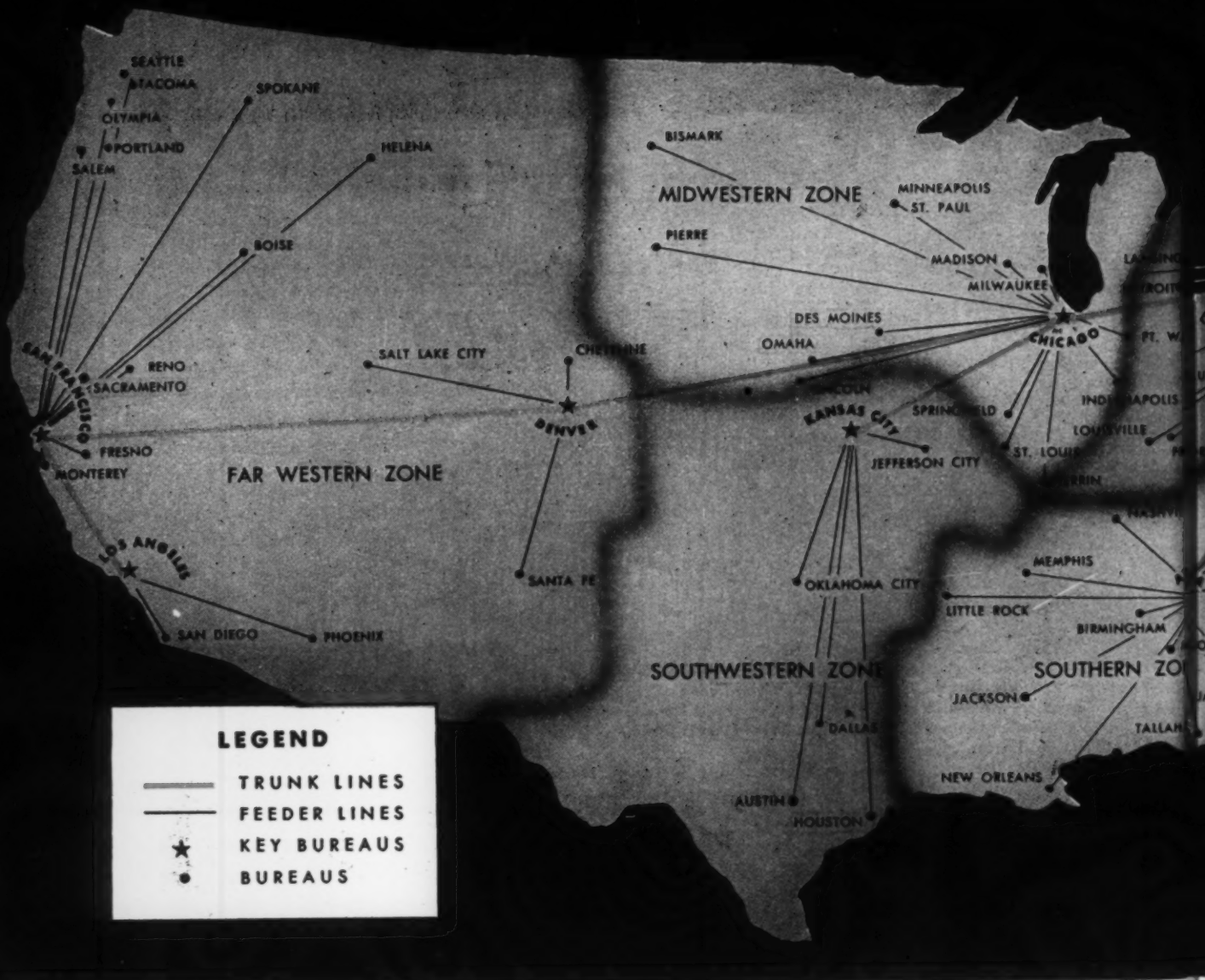
And what answers these teenagers give! Enough to restore your faith in the future. No wonder we're so proud of this outstanding public service feature. It's doing a double-barreled job . . . drawing attention to these all-important topics today . . . and increasing the sense of civic responsibility in the young men and women who will inherit and run the world of tomorrow. A program like this deserves a place in the public service record of every radio station in America. We'd be happy to have you copy it.

20,000 WATTS OF *Selling* POWER

THE NEW
WJJD
1160 ON YOUR DIAL
CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

The world...


SEATTLE
TACOMA
SPOKANE
OLYMPIA
PORTLAND
SALEM
HELENA
BOISE
SAN FRANCISCO
RENO
SACRAMENTO
SALT LAKE CITY
CHEYENNE
DENVER
FRESNO
MONTEREY
FAR WESTERN ZONE
LOS ANGELES
SAN DIEGO
PHOENIX
SANTA FE
BISMARK
MIDWESTERN ZONE
MINNEAPOLIS
ST. PAUL
PIERRE
MADISON
MILWAUKEE
DES MOINES
OMAHA
CHICAGO
KANSAS CITY
SPRINGFIELD
JEFFERSON CITY
ST. LOUIS
INDIANAPOLIS
LOUISVILLE
OKLAHOMA CITY
SOUTHWESTERN ZONE
DALLAS
AUSTIN
HOUSTON
MEMPHIS
LITTLE ROCK
BIRMINGHAM
SOUTHERN ZONE
JACKSON
NEW ORLEANS
LEGEND
TRUNK LINES
FEEDER LINES
KEY BUREAUS
BUREAUS

. and your own backyard

Chalk up another first
for U. P. radio news—this time
for reconverting coverage!
News interest, like our troops,
is coming back home. World news is still
big news. But getting bigger all the
time is news of your home town
and home state and other states close by.
U. P. has jumped into the
lead with a new radio wire system
to handle this new situation. It's a system
that brings you, no matter where you are,
both news of the world and of your
own backyard. The map outlines the set-up,
shows the zones and how trunk and feeder
lines carry news from and to every part of them.
United Press was the first big news
service to supply radio,
first with a coast-to-coast radio wire.
It's been first for a long time
in the number of clients.
It's the first to deliver news to stations
in all 48 states. Now it's first
again—in giving every region it reaches
the news that suits it best.

United Press

DURR WILL ADDRESS RELIGIOUS SESSION

OPENING session of the second annual Religious Radio Workshop to convene in New York Jan. 7 to 12 will be highlighted by an address, "The Social Significance of Radio," by Clifford J. Durr, member of the FCC.

The Workshop, which will instruct ministers and religious educators in techniques of broadcasting and the use of radio in church work, is sponsored by the joint radio committee of the Congregational, Christian, Methodist and Presbyterian U. S. churches. Co-Chairman will be Rev. Everett C. Parker, committee director, and Elinor Inman, CBS director of religious broadcasts.

Attendance at The Workshop will be limited to radio chairmen of state and city federations of churches.

Trammell and Mullen See 1946 As Best in NBC's 20 Years

Mr. Trammell

Mr. Mullen

AS NBC prepares to celebrate its 20th anniversary this year, Niles Trammell, president, and Frank E. Mullen, vice president and general manager, in statements last week predicted that 1946 will be the greatest year for radio.

NBC, America's oldest network, "could not have picked a more auspicious time" to observe its 20th anniversary than "this first year of world peace," said Mr. Trammell. "In every aspect of sound broadcasting, the broadcasters of the U. S. are better able to serve the public than ever before.

"The world's finest music and most inviting entertainment will be at the command of every listener," Mr. Trammell continued. "Radio which during the war became firmly established as an indispensable news medium, will now provide world news coverage on a scale and of a quality never dreamed of in prewar days. Public affairs will continue to be thoroughly covered in radio discussions and talks by authoritative speakers representative of all viewpoints."

Aid to Distribution

Radio will play a more important part than ever before "as an aid to the swift, economical distribution of manufactured products" in the "expanding cycle of industrial activity," said Mr. Trammell.

He asserted that NBC's 20th anniversary year will be marked by the launching of television on a national scale. He predicted that TV stations will "begin to be established in the nation's major cities" and that receiving sets "will roll off the assembly lines." During 1946 a New York-Washington TV network, including Philadelphia and Baltimore, will begin operations, he added.

"Twelve months from now I am confident we shall look back on 1946 and say, 'This was radio's greatest year'," concluded Mr. Trammell.

Mr. Mullen, foreseeeing 1946 as a great year for better broadcasting, said: "We are still too close to the picture of 1945 to realize fully what a momentous year it has been. The ending of the two most terrible wars in human history, the death of America's wartime President, and the establishment of the United Nations Organization at San Francisco were news events of an importance which may not again be equalled in our time.

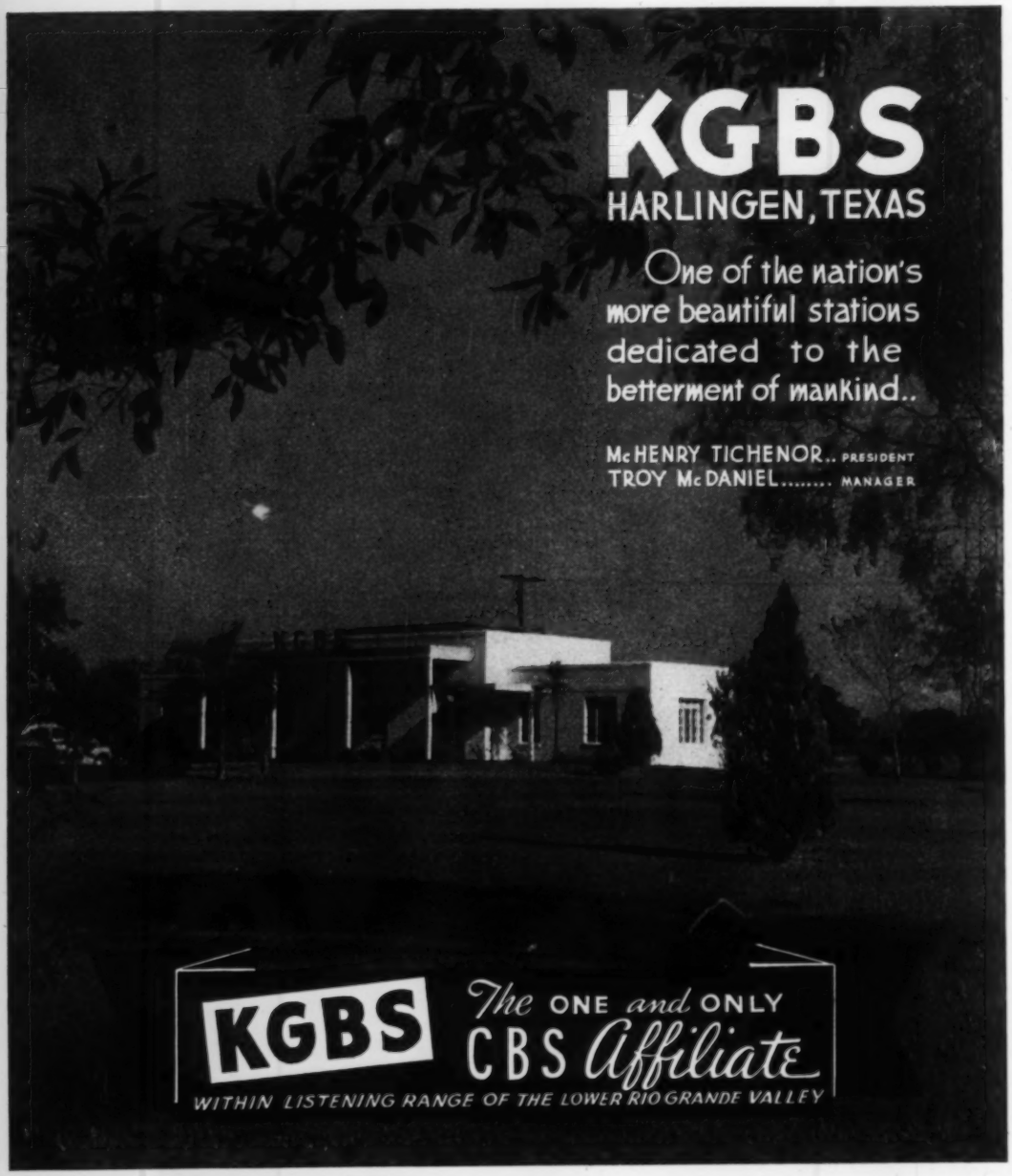
Well Prepared

"The war made unprecedented demands upon the resources, skill and public spirit of all broadcasters. I am confident that the nation's verdict is that they rendered their wartime service faithfully, efficiently and often with distinction."

The new year finds the broadcasting industry "well prepared to meet its new responsibilities and opportunities in a world at peace," said Mr. Mullen. He pointed out that there are more stations, more and better trained men and women to operate them, and more listeners than ever before.

"Television, commencing its development on a nationwide scale in 1946, will add immeasurably to the importance of radio as a medium of information and entertainment," declared the NBC vice president and general manager.

"The 2,421 men and women of NBC, together with the six stations it owns and the 149 stations affiliated with the NBC network, can be counted upon in 1946 to render a service which, in quality, variety and public interest, will even surpass their best efforts of the past 20 years," he pledged.


KGBS
HARLINGEN, TEXAS
One of the nation's more beautiful stations dedicated to the betterment of mankind..
McHENRY TICHENOR.. PRESIDENT
TROY McDANIEL..... MANAGER
KGBS
The ONE and ONLY
CBS Affiliate
WITHIN LISTENING RANGE OF THE LOWER RIO GRANDE VALLEY

Duvall Released

CHARLES F. DUVALL, released from the Navy as a lieutenant, has rejoined the firm of Fisher & Wayland, Washington radio attorneys. In service for the past two years, Mr. Duvall was administrative officer on contracts and appropriations, Bureau of Ordnance, Washington. He had been associated with Fisher & Wayland for approximately three years when he entered the Navy.

"Your Morning Hymn"

The old-fashioned gospel favorites have a perennial appeal, and Phil Sheridan sings them particularly well. Long experience in church-singing, and before the microphone, has given him a deep insight into the hymns people prefer, and the way they like them sung.

Sympathetic accompaniment for "Your Morning Hymn" is provided by Clarence Fuhrman, KYW's Musical Director, at the piano, and a string quartet. The result is particularly pleasing.. a public service quarter-hour firmly established in the affections of a substantial segment of KYW's listeners.

"Your Morning Hymn," with Phil Sheridan, fills a definite need in an area where religious programs are especially well received. Appropriate sponsorship should yield worthwhile results.. is decidedly inexpensive.. and can be arranged *now* with NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WBZ • WBZA • KEX • KYW

KYW
PHILADELPHIA
50,000 WATTS

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Radio Praised by Gallico For War News Coverage

PAUL GALLICO, who admits a bit of "cantankerousness with regard to radio and the commercialization of news broadcasts," doffs his hat to radio's war news job in his "This Man's World" column in the December *Esquire*.

Describing American radio's news coverage as "magnificent, constant and complete" and praising "the amount of time and energy and money spent by radio to keep every person in the country within earshot of a receiver posted with the news of the minute," he said, "There was practically no time of the day or night that one could not turn to some station and find out what was happening right up to the last minute. . . .

"Newspapers had and continue to have their functions . . . But they could not satisfy the hunger for the immediate that was in all of us . . . There was comfort in the very existence of radio, the knowledge that no matter where you were, in your car, on shipboard, traveling on a train or visiting at the house of a friend, you were never out of touch with events. . . ."

SMILE from Kate greeted reporters at a news reception recently at the Waldorf-Astoria, New York, for Columbia's singing star. Shown in the group are (l to r): Emerson Foote, president of Foote, Cone & Belding, agency handling *Kate Smith Sings* series on CBS; Miss Smith; Ted Collins, the star's manager; and William C. Gittinger, CBS vice president in charge of sales.

Lend Lease Took Heavy Radio Toll

Transmitters, Receivers Ran Into Many Millions

AMERICAN broadcasters face 1946 wondering if there will be sufficient transmitters, receivers and equipment to meet demands, now that lend-lease has diminished.

During the war the U. S. supplied to other countries through lend-lease, transmitters, receivers, tubes, condensers, components, speakers and set accessories valued at hundreds of millions of dollars, reports of exports of domestic merchandise during the war indicate.

In 1944, according to the Bureau of the Census, Dept. of Commerce, the U. S. sent, under lend-lease, to some 84 countries radio equipment valued at $131,254,694, the greater portion going to the USSR, United Kingdom, Canada, India and Egypt.

Transmitters valued at $84,190,688 were sent out, with $77,368,885 going to the five major entities. A total of 70,092 receiving sets, valued at $15,064,290 were shipped from the U. S. under lend-lease, with 48,912 worth $10,923,863 going to Russia, Canada, the United Kingdom, India and Egypt.

Tubes—an almost unknown quantity in the U. S. in 1944—aggregated 12,502,362, valued at $8,288,552 under the lend-lease shipments, while this nation sent out 2,432,975 mica condensers worth $803,877. In 1944 and last year U. S. broadcasters vainly attempted to obtain mica condensers. Set components valued at $17,020,971 were shipped, while 86,470 loud speakers, worth $206,974 and $5,679,342 worth of set accessories were made available to other nations.

In 1942 the lend-lease shipments of transmitters and tubes was only $4,793,747.

Reuther on Mutual

WALTER P. REUTHER, vice-president of the United Automobile Workers of America and chairman of its General Motors branch, was to broadcast on Mutual last Friday, 10:15-10:30 p.m., immediately following Henry J. Taylor's broadcast on that network for General Motors Corp. UAW requested sustaining time for a series on Mutual after General Motors bought two quarter hours a week for Mr. Taylor but accepted the network's counter offer of a single 15 minutes.

CJCA Edmonton, and the 843rd United States Signals made possible the broadcasting of Christmas Day activities at Whitehorse, Yukon, on the CBC Trans-Canada network. Broadcast was done as a remote from CJCA, the longest in its experience, with Staff Technician Merrel Dahlgren and Announcer Doug Greig, going to Whitehorse, 1,000 airway miles northwest of Edmonton.

ABS Jan. 3 started series of Thursday programs, 11:30-11:45 p.m., from Brown Derby restaurant in Washington, D. C., featuring swing music talent playing there. WWDC, Washington affiliate of net, originates program.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

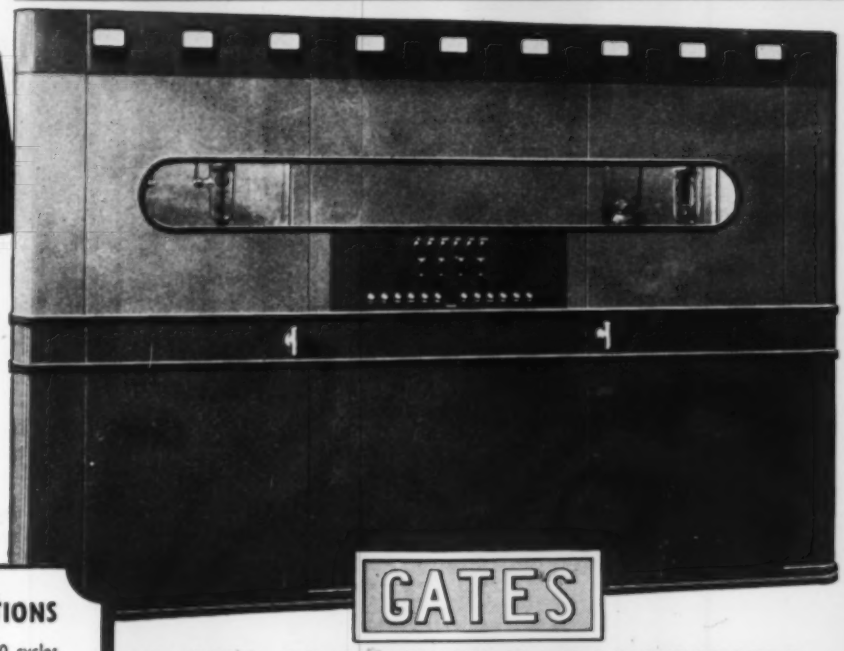
WMOB . . . . . Mobile, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

GOOD NEWS!

for RADIO STATION ENGINEERS...MANAGERS

...and for those who plan a "Dream Station"

SOON AVAILABLE



NOTE THESE SPECIFICATIONS

Carrier Frequency Stability	Plus or minus 10 cycles maximum.
Audio Distortion	Less than 3%, 95% modulation, 50 to 7500 cycles.
Audio Frequency Response	Plus or minus 1½ Db., 30 to 10,000 cycles.
Carrier and Hum Level	Better than 60 Db. below 100% modulation, unweighted.
Power Supply	230 volts, 3 phase, 60 cycles.

5 AND 10 KILOWATT TRANSMITTERS

They're modern—with built-in technical features that fulfill every demand for versatile 5 and 10 Kilowatt Transmitters—and they'll soon be available, both for stations now operating or for that "dream station" you may be planning.

Engineered by skilled GATES men with 24 years of "know-how" back of them, these new models (BC-5, BC-10) afford not only a perfected broadcasting technique, dependability, and efficiency but a prideful investment in engineering distinction and prestige.

Install them for Engineering Perfection . . . Dependability . . . Efficiency . . . Versatility!

WRITE FOR COMPLETE DETAILS

. . . Everything for Radio Broadcasting from the Plans to the Completed Station . . .

NEW YORK OFFICE
9th Floor, 40 Exchange Place

GATES RADIO CO.

QUINCY, ILLINOIS

SOLD IN CANADA BY
Canadian Marconi Co., Ltd.,
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Wire Recorders An Aid to Students

Journalism School Instructor Uses Portable for Pickups

PORTABLE wire recording equipment offers an excellent means of training students in special events broadcasting, according to Baskett Mosse, instructor in radio journalism at Medill School of Journalism, Northwestern U. Mr. Mosse is a member of the NBC Chicago news and special events department.

An advanced class in specialized news broadcasting gave accounts of an hour-long parade, naval review, football game and housing program. "The speedy play-back ability of the recorder enabled us to analyze our description immediately after covering an event," Mr. Mosse said. "This, of course, was not possible before the invention of the wire recorder, since use of the expensive standard mobile equipment was out of the question.

"In the future we plan to make extensive use of the wire recorder, covering spot news events in and around the Chicago area. Our news laboratory will be where the event is taking place."

The recorder also was used in the classroom to analyze the writing and delivery of straight news programs and features.

During a broadcast of a Navy review the recorder was accidently turned over but there was no loss of quality in the recording, it was stated. Quality of music background was described as good.

Most persons interviewed were more at ease before the mike when told any serious mistake could be deleted. The recorder was described as a builder of confidence, students formerly shy before the mike feeling more at ease when talking into the little recorder.

Reference Book

ON THE THEORY that monthly magazines are not convenient reference works, John Markus and Vin Zeluff, associate editors of *Electronics* magazine, have dug through the files of the magazine from its first issue in April 1930 and prepared *Electronics for Engineers* (McGraw-Hill Book Co., New York, $6). The 390-page book contains 142 articles, reference sheets, charts, equations, and graphs "that have been in greatest demand for their reference value." Checked, edited, and condensed where desirable, the contents are grouped into chapters for convenient reference. Sections dealt with include "A-F Impedance Matching Networks," "Antennas," "Audio Amplifiers," "Audio-Circuit Design," "Capacitors," "Cathode-Ray Tubes," "Oscillators," "Television, Frequency Modulation and Facsimile," and "Wide Band Amplifiers" among many others.

LIP SERVICE to a sponsor is paid by Audry, vocalist with *The Men of Note* program, to E. George Sanders, president, Morton Show Case Co., who signed with WHIO Dayton the largest one-day contract on record in that city. Mr. Sanders purchased 5¾ hours on opening day, featuring all live talent.

DEMANDS BY IBEW STYMIE MVN SHOW

NORTH CENTRAL Broadcasting System's one-hour farm program, *Town & Country Time* which started on Mississippi Valley Network Dec. 31 after many postponements, hit another snag after its first broadcast when the Minneapolis local of the International Brotherhood of Electrical Workers notified Ralph Atlass, owner of WLOL, originating station, that studio technicians must be paid network rates if the program continues.

Mr. Atlass notified John Boler, president of NCBS, that North Central would have to provide its own technicians as of Jan. 2, and that as of Jan. 15, WLOL's studio facilities would no longer be available. Unless NCBS agrees to the local's demands, the program may be moved to MVN's St. Louis affiliate, KWK.

Offered as a five-a-week 5-7 a. m. (CST) feature, *Town & Country Time* is sold on a participating basis, with General Mills (Gold Medal Flour & Wheaties) and Dr. West's Tooth Powder, both through Dancer-Fitzgerald-Sample, as initial sponsors.

Program is produced under supervision of John Merrifield, MVN agricultural director, with John Hicks as m.c. Bob Baxter does the news commentaries, with music by an 18-piece orchestra directed by Vern Rooney. Each program features cut-ins by local stations for weather reports, market quotations and local news.

PLAQUE for outstanding cooperation in Victory Garden movement during war years has been awarded McClatchy Newspaper and McClatchy Broadcasting Co., Sacramento, Cal., by National Victory Garden Institute. For three years, Victory Garden harvest festivals has been staged under joint auspices of McClatchy Newspapers and Broadcasting Co., which operates KFBK KMJ KWG KERN KOH.

CLAIM STAKING

Hallicrafters and Very High Frequency

Based on the facts in the case, Hallicrafters can stake out a very strong claim to leadership in the very high frequency field. The facts include such things as the Model S-37, FM-AM receiver for very high frequency work. The Model S-37 operates from 130 to 210 Mc.—the highest frequency range of any general coverage commercial type receiver.

Hallicrafters further supports its claim to domination in the high frequency field with the Model S-36A, FM-A M-CW receiver. The 36A operates from 27.8 to 143 Mc., covers both old and new FM bands and is the only commercially built receiver covering this range.

Further developments in this direction can soon be revealed—adding further support to Hallicrafters claim to continued supremacy in the high frequency field.

HALLICRAFTERS NEW $600,000 HOME NOW UNDER CONSTRUCTION.

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.

COPYRIGHT 1945 THE HALLICRAFTERS CO.

It happened on NBC

MARCH-APRIL 1938

What famous band leader launched an hour-long musical quiz program on 78 stations of the NBC Network and chalked up an opening Hooper rating of 12.6?

WINTER 1942-43

What NBC musical quiz show earned an average Hooper rating of 20.6 from October to April, reaching a peak of 24.5 in January?

APRIL 1945

What musical Quizmaster, now sponsored by Colgate-Palmolive-Peet Co., rounded out seven years on NBC and continued his smashing success with an 18.8 average winter season Hooper rating for the entire seven-year period?

TODAY

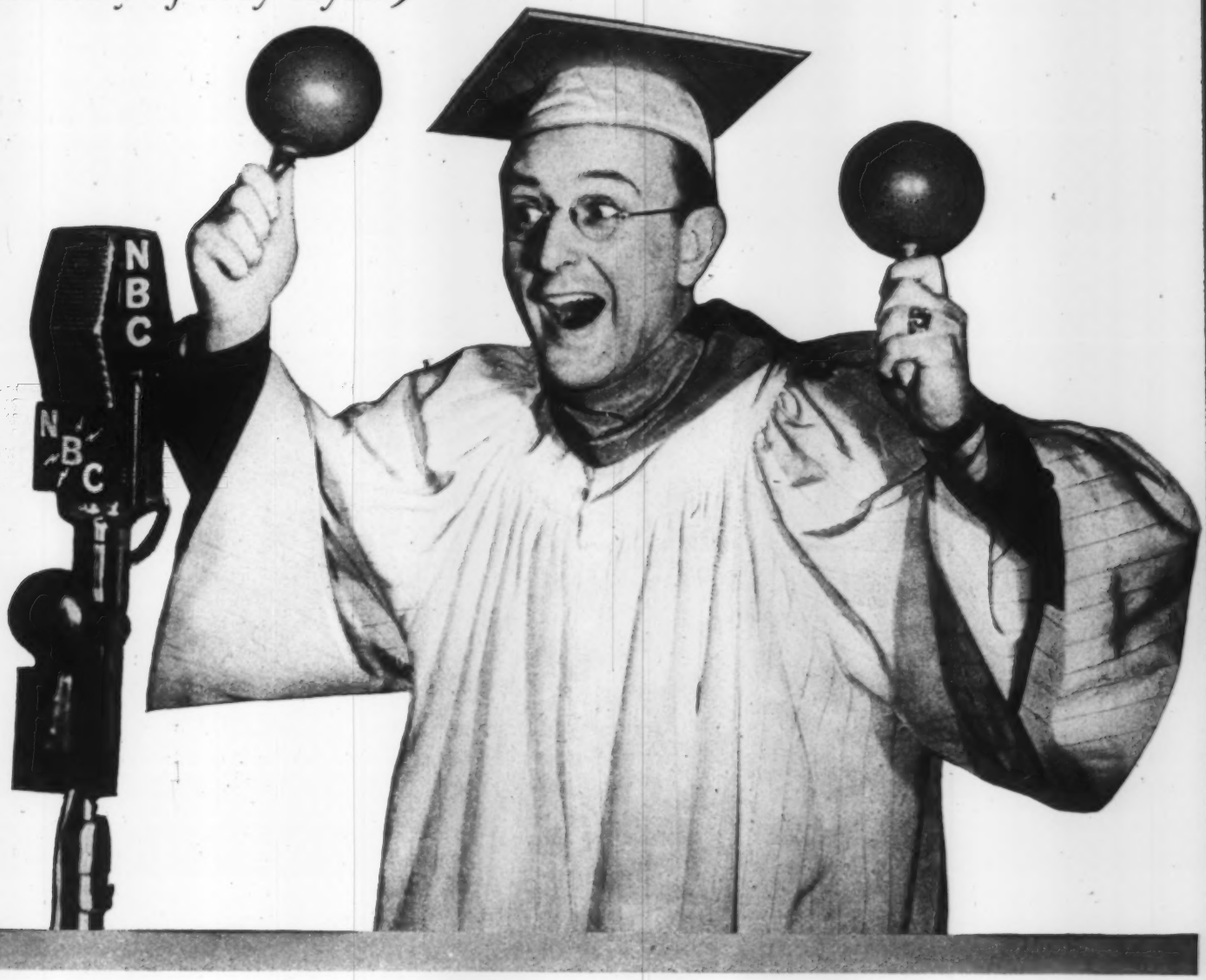
What musical quiz show is now broadcast over 139 stations of the NBC Network, and is a weekly, hour-long classroom period attended by some 20,000,000 students?

• During the eight years Kay Kyser's College of Musical Knowledge has been on NBC it has ranked consistently among radio's most popular programs. Today it holds the unique distinction of being the only hour-long musical quiz show on the networks.

• Kyser is a prime favorite of the GI's, too. He started to entertain servicemen and women six months before Pearl Harbor. Since that time he has traveled more than 1,000,000 miles—just about 44 times around the world.

• Back of this overwhelming popularity is much more than the laughter and good fun that fill the ears of millions of listeners each Wednesday night. Many hours of study and research go into the building of the College of Musical Knowledge broadcasts. A staff of experts

(The Story of Kay Kyser) NO. 8 OF A SERIES



checks and re-checks each name and fact reference at least five times. The Professor is extremely particular about this part of the program—20,000,000 students are waiting to hear teacher make a mistake.

• Between his "Evenin' folks, how y'awl?" which opens the program and his "So long evah body" which closes each show, Kay Kyser and his sponsor, the Colgate-Palmolive-Peet Company, demonstrate a fact that is well known to all students of the broadcasting business: combine a smart idea with painstaking production, the unsurpassed facilities of the NBC Network, the vast NBC audience and the association of other great NBC Network programs and in a short time the good program graduates with honors as a GREAT program.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Lear to Produce New Type of Tape Recorder

NEW TYPE of tape recorder to be incorporated in home radios will be ready for the market next summer, Lear Inc. announced in New York last week. Lear company reported the tape recorder has advantages over wire recorders—rewinding is unnecessary, it is less expensive, it has greater sound fidelity and it needs less servicing. Although prices on all Lear home radios with tape recorders have not been set, the combination may come into the price range of lowest-cost console models and possibly even of table models that have automatic record-playing devices.

"Tape recorders for office use will also be produced by the company. Despite advantages of tape recorders, however, the company will continue to make wire recorders," Mr. Lear said.

WHAT THE management of KGLO (Mason City, Ia.) said to management of WTAD (Quincy, Ill.) probably embraced teamwork during 1946, programming improvement and the tinkling of the cash register. That's so because the two stations are under Lee ownership and management. (L to r) Herbert R. Ohrt, assistant manager, KGLO; Bill Burghart, sales manager, WTAD; Lee P. Loomis, president of Lee stations; Walter Rothschild, general manager, WTAD, and Neal Weed, Weed & Co. Present physically but not photographically was F. C. Eighmey, secretary-treasurer and coordinator of stations, who performed as photographer.

WINNING radio script in a nation-wide contest conducted by the YMCA, "Nine September," written by Philip Young, copy chief of N. W. Ayer & Son, New York, will be broadcast on ABC Jan. 7, 8:30-9 p.m. Script has world tolerance theme.

TOM BRENEMAN and his "Breakfast in Hollywood" ABC series are described in detail in "The Latest Dope" by Jerome Beatty in the February issue of American Magazine.

Mutual Has More Of Top Advertisers

Edgar Kobak Makes Yearend Statement on Progress

"MUTUAL enters its 12th year with more of the nationally important advertisers on its client list than it has ever had before," Edgar Kozak, president of Mutual, said in a year-end statement released last week.

According to Mr. Kobak's report, five of radio's top 10 advertisers are now sponsoring eight hours of radio fare per week on the network. A gross billing of over $20,500,000 represents an increase of approximately 11% over 1944, network's previous peak year.

Sales offices were opened in Detroit and Pittsburgh during the past year to augment those already in Chicago, New York, and the West Coast, thus affording advertisers in those localities better network service and widening the scope of Mutual's sales operation, Mr. Kobak said.

Network enters 1946 with 284 affiliate stations, an increase of 39 stations over 1944. During 1945, Mutual's coverage was strengthened in Cincinnati and Albuquerque when stations WLW and KOB, both 50,000 watts, signed affiliate agreements. Other stations joining network were WHTD Hartford, KALL Salt Lake City, and WLEE Richmond.

SPECIAL FEATURES REVAMPED BY WGN

WGN Chicago Jan. 1 revised its news and special events department, eliminating the latter completely and substituting "special features" under direction of Bruce Dennis, WGN publicity director.

Paul Brines, assistant manager of WGN, said the title "special events" was a "misnomer" and that henceforth all coverage of fires, accidents and other events would come under the heading of "spot news" with Bob Hurleigh, WGN news editor, in charge.

"We do not consider unexpected events as 'special'", Mr. Brines said, "and have felt for a long time that this type of broadcast was purely 'spot' news and should be covered as such."

The "special features" department will cover "planned events" such as conventions, civic activities and talks by local and national celebrities on subjects of current interest, he said.

Assisting Mr. Dennis in operation of the "special features" department will be Charles (Chuck) Wiley of the WGN publicity staff.

Mr. Brines will continue to supervise work of the public service department of WGN, which consists largely of clearing time for Chicago civic and political organizations. He said WGN will make extensive use of its wire recorders and mobile shortwave unit to cover "spot news" in the Chicago area.

Atomic Bomb Explosion
from actual photograph

A Product of
TENNESSEE
VALLEY
POWER

The same Tennessee Valley power which made the Atomic Bomb possible has made Nashville one of the nation's leading manufacturing centers for many modern industries. . . . Today, this low-priced power offers still more opportunities for further industrial developments. The Nashville market is a rich one, contacted through WSIX, the station that covers more than a million potential buyers for your product—at a low cost per radio listener.

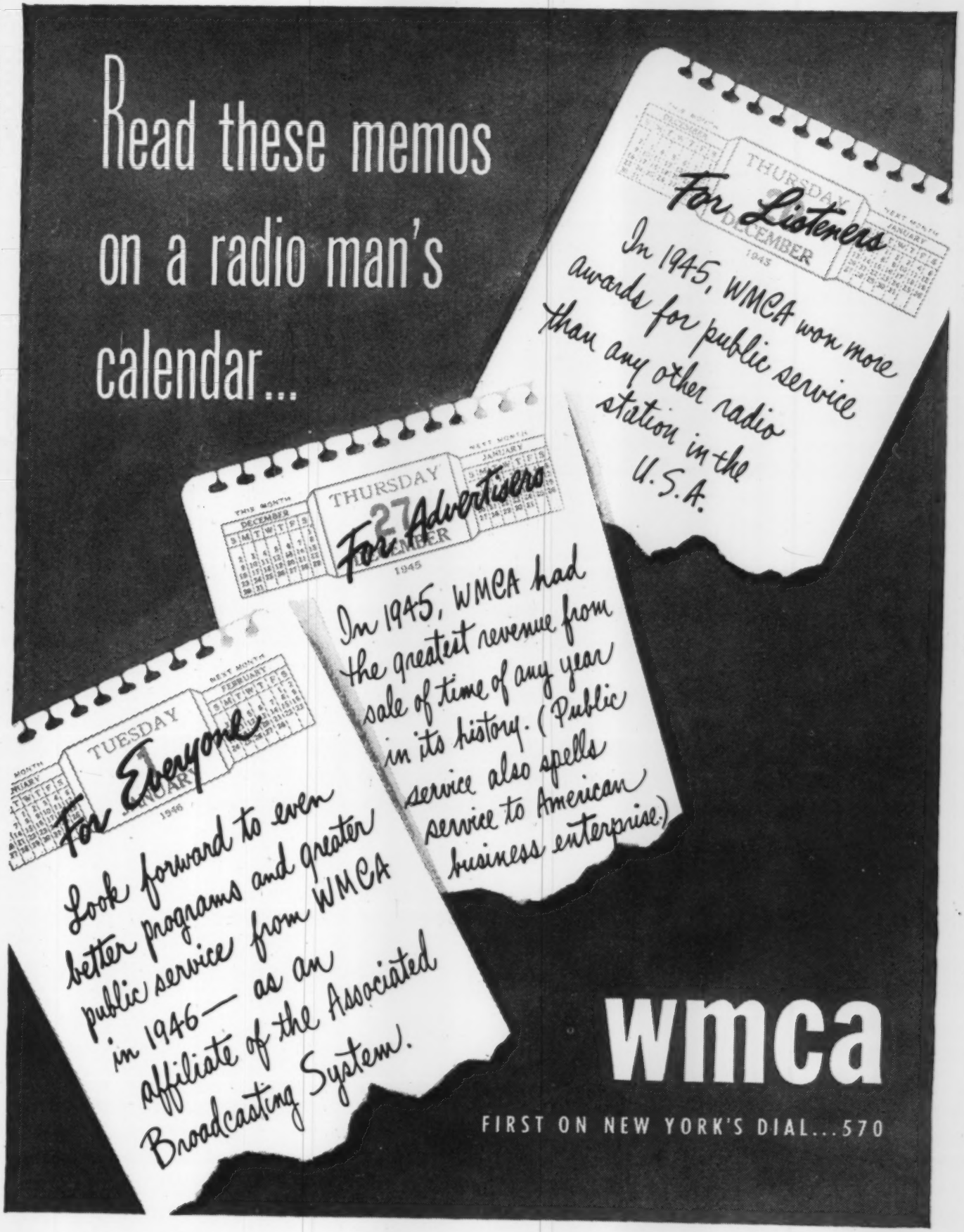
WSIX gives you all three:
Market, Coverage, Economy

•

AMERICAN
MUTUAL
5,000 Watts—980 K. C.
Represented Nationally By
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Read these memos on a radio man's calendar...


For Listeners
In 1945, WMCA won more awards for public service than any other radio station in the U.S.A.
For Advertisers
In 1945, WMCA had the greatest revenue from sale of time of any year in its history. (Public service also spells service to American business enterprise.)
For Everyone
Look forward to even better programs and greater public service from WMCA in 1946— as an affiliate of the Associated Broadcasting System.

wmca

FIRST ON NEW YORK'S DIAL...570

BMI *Pin Up* SHEET

Hit Tunes for January

ARE THESE REALLY MINE? (Campbell-Porgie)
Vaughn Monroe—Vic. 20-1736 • Gene Krupa—Col. 36890

ATLANTA, G. A. (Stevens)
Woody Herman—Col. • Sammy Kaye—Vic. • Shep Fields—Vogue
(soon to be released)

COME CLOSER TO ME (ACERCATE MAS) (Melody Lane)
Larry Stevens—Vic. 20-1776
Jimmy Dorsey—Dec. • Xavier Cugat—Col.
(soon to be released)

JOSE GONZALES (Valiant)
Tony Pastor—Vic. 20-1693 • Guy Lombardo—Dec. 18712
Four Chicks and Chuck—Cosmo 453

MORE THAN YESTERDAY (Marks)
Featured by Guy Lombardo, Vaughn Monroe and Hal Aloma

MY GUY'S COME BACK (Regent Shapiro-Bernstein)
Benny Goodman—Col. 36874 • Dinah Shore—Vic. 20-1731
Helen Forrest—Dec. 18723 • Thelma Carpenter—Maj. 1017

NEVER TOO LATE TO PRAY (Seneca)
Tommy Dorsey—Vic. 20-1773

TELL IT TO A STAR (Indigo)
Charlie Barnet—Dec. 18736 • Tony Pastor—Bl. B-11533

SLOWLY (Rudy Vallee Music)
Kay Kyser—Col. 36900

TAKE CARE WHEN YOU SAY "TE QUIERO" (London)
Guy Lombardo—Dec. 18730 • Tommy Tucker—Col. (Jan. release)

THE MOMENT I MET YOU (Embassy)
Tommy Dorsey—Vic. 20-1761

WAITIN' FOR THE TRAIN TO COME IN (Block)
Louis Prima—Maj. 7156 • Johnny Long—Dec. 18718
Peggy Lee—Cap. 218 • Harry James—Col. 36887

WALKIN' WITH MY HONEY (Republic)
Sammy Kaye—Vic. 20-1713 • Ray Noble—Col. 36883
Connee Boswell—Dec. 18741

THERE'S A BMI HIT FOR EVERY TYPE OF SHOW

BMI BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD

Commentators at Nuremberg

COVERING the Nuremberg trials for the major networks, these are commentators were pictured at the Court House press room between sessions of the International Military Tribunal (l to r): Howard K. Smith, CBS; Roy Porter, NBC; H. R. Baukhage, ABC (now back in the U. S.); and Arthur Gaeth, Mutual. Other broadcasters who have been on the scene for the war crimes prosecution are William L. Shirer, CBS; Max Jordan and Ed Haeker, NBC; Leslie Nichols, Mutual; Lowell Bennett of INS, reporting for ABC; and Murray Young, WHK Cleveland. American Forces Network is represented by Harold Burson and Cy Bernhardt. Present for Army public relations are Maj. Ted Steele, Maj. Tom Dougall, Capt. Don L. Kearney and Lt. Add Penfield.

Meat Institute's Sponsorship Holds Waring Show on NBC

FUTURE of the NBC Fred Waring program (11-11:30 a.m. EST) was assured for at least 13 weeks, as Harry C. Kopf, vice president and general manager of the NBC Central Division, Chicago, announced the show would be sponsored each Tuesday and Thursday, effective Jan. 15, by American Meat Institute, Chicago.

AMI's last radio venture was the William Bendix *Life of Riley*, dropped July 8.

Signing of 52-week contract marked the first fixed sponsor for the Waring program, reputed to cost NBC $18,000 a week as a sustaining feature since June 4, 1945. NBC has refused several offers to sponsor the show on a participating basis or to assume cost of talent, with NBC defraying air time.

Morning Experiment

The Waring program was moved to a morning spot after being sponsored on NBC several years as a nighttime show by Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

Move was designed to determine effect of a top-notch musical show in competition with audience participation and serial shows. It was taken by NBC executives as a result of a survey made by Dr. Paul Lazerfeld, of Columbia U., which reported that approximately 54% of the women audience interviewed wanted "something besides serials." The Waring show was placed, NBC executives declared, "as an experiment" due to the "overwhelming number of women that preferred the show."

Sole sponsor of the NBC program since it began last June was the Schutter Candy Co., Chicago (Bit-O-Honey) which contracted for a special Christmas day program, through Schwimner & Scott, Chicago.

New contract was signed Dec. 28 by Jim McEdwards, NBC Central Division salesman, and Frank Ferrin, representing the sponsor's agency, Leo Burnett Co., Chicago.

Some "slight" revision in the program format was indicated by the agency, but present strength of the Waring organization is expected to be maintained.

As an NBC sustainer, the Waring show has a November Hooper rating of 3.9 for the first quarter hour and 3.6 for the second quarter hour. Competition includes *Breakfast in Hollywood* (7.3 Hooper) on ABC, and *Amanda of Honeymoon Hill* (2.7 Hooper) and *Second Husband* (3.7 Hooper), both for Sterling Products, on CBS.

ARDEN FARMS, Los Angeles (dairy products), on Jan. 1 started sponsoring five-weekly quarter hour "Arden's Housewives' Exchange" on KMPC Hollywood. Contract is for 13 weeks. Productive Advertising Agency, Los Angeles, has account.

TWENTIETH CENTURY-FOX Film Corp., New York (institutional), has started sponsoring five-weekly quarter-hour newscasts on KECA Hollywood. Contract is for 39 weeks. Kayton-Spiero Co., New York, has account.

WIS Columbia, S. C., is adding portion of Standard Transcription Library.

WARD INGRIM

JOINS BLAIR

We take pleasure in announcing that
Major Ward Ingrim, recently returned after serving three years
with the Army Air Forces, has joined our Chicago office.

We know that his many good friends
throughout the radio world who remember him as the former
commercial manager of KFRC, San Francisco, will be happy to
join with us in wishing him every success in his new venture.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

Eastern Iowa

is WMT land

WMT is Eastern Iowa's only CBS station . . . which, of course, makes it Eastern Iowa's most popular station . . . reaching more than 1,200,000 people within its 2.5 mv line . . . and offering the largest daytime coverage of any station in the state within its 0.5 mv line (3,500,000 people). Iowa's best frequency—5000 watts on 600 KC is now enhanced by America's first new peacetime RCA 5F Transmitter . . .

WMT offers you tremendous low-cost sales in this "plus" market — this "WMTland-of-plenty" . . . Contact the Katz Agency at once for availabilities and latest market data.

CEDAR RAPIDS WMT WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

Hector W. Charlesworth Dies at 73 in Toronto

HECTOR WILLOUGHBY CHARLESWORTH, 73, died suddenly at Toronto on December 30. First chairman of the Canadian Radio Broadcasting Commission from 1932-1936, he had for 54 years been a newspaperman, art and music critic of Toronto publications. It was as a music authority that he was named to head the first nationally owned broadcasting organization in the Dominion. Born in England, he went to Canada as a boy, received most of his education at Toronto, and has been connected with Toronto publications since, except for the four years at Ottawa as head of the CRBC, predecessor of the present Canadian Broadcasting Corp. He is author of a number of books of reminiscences, has been an adjudicator in national music competitions. He is survived by a son, Lionel, in Bogota, Colombia, and a daughter in Vancouver.

Mr. Charlesworth

WTAG Inc. Takes Over Worcester Operations

EFFECTIVE Jan. 1 WTAG and WTAG-FM, subsidiary of Worcester Telegram Publishing Co., became WTAG Inc., owning and operating the stations as well as continuing development work on FM, television and facsimile.

Officers of WTAG Inc. are George F. Booth, president; Edward E. Hill, executive vice president; Capt. Robert W. Booth, vice president and general manager; Howard Booth, treasurer; Frank C. Smith Jr., clerk. With Harry G. Stoddard and Lt. Col. Lincoln W. Stoddard they comprise the board of directors. Mr. Hill has managed WTAG seven years. Mr. Booth, former assistant manager, recently returned from five years in the Army where he was assigned to radio and radar work.

Facilities include offices and studios at 18 Franklin St., Worcester; two transmitting stations and auxiliary in Holden; auxiliary atop Franklin St. building; mobile unit and new FM station in Paxton to be completed in 1946.

Rishworth to NBC

MISS BERTHA BRAINARD, manager of NBC program package sales and associated with the network since it started, has resigned and is retiring from radio. Succeeding her is Thomas Rishworth, recently discharged from the armed forces and since then assistant manager of the program package sales department. Miss Brainard was with WJZ New York before joining NBC in 1926 as eastern program manager.

Thanks

NEW TWIST in institutional advertising was provided by Farmers & Merchants National Bank of Winchester, Va., when they devoted a part of one of their programs on WINC Winchester to praise of the station. In an unsolicited letter read on the program, Dr. Lewis M. Allen, bank president, declared: "Radio Station WINC has rendered a distinct service to our country and this community during the year 1945. We wish to thank Mr. Lewis [Richard Field Lewis Jr., licensee and general manager] and his staff, wishing them a Merry Christmas and continued success in the New Year."

Tom O'Brien Appointed ABS Publicity Director

TOM O'BRIEN, former member of the editorial staff of the *Lansing* (Mich.) *State Journal*, before his enlistment in the Navy, has been appointed director of publicity and promotion of the Associated Broadcasting System, Grand Rapids.

Mr. O'Brien participated in the Tarawa and Marshall Islands operations. He is widely known in Michigan sports circles and was graduated from the Michigan State College Journalism School in 1936.

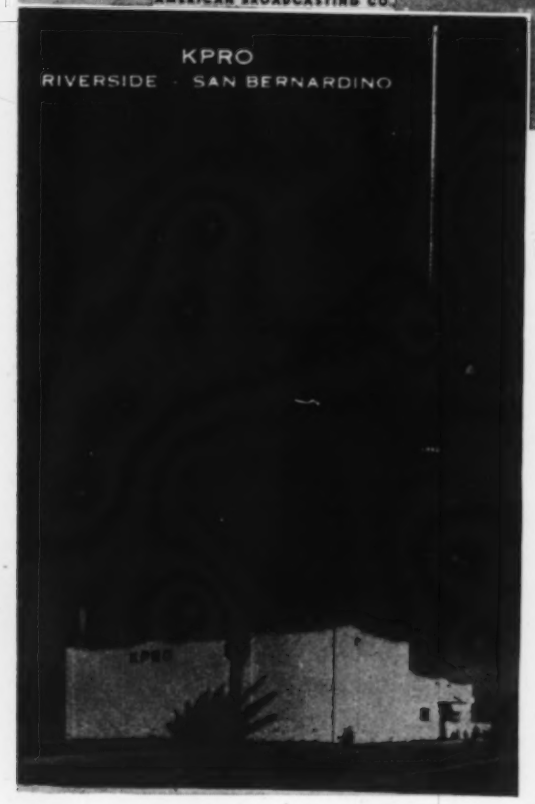
New CFPL Studios

CFPL London, Ont., is building new studios complete with visual control, and including a large studio for use of a symphony orchestra. Western Electric studio control equipment is being installed, and a new RCA 5 kw transmitter is to be ready for use in March.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery



KPRO *Riverside & San Bernardino, Cal.*

1000 WATTS, FULL TIME.

POPULATION Primary Area, 1940 census, 584,321 within 0.5 MV contour—1946 estimate 649,826. Area embraces Riverside and San Bernardino Counties, together with the Easterly part of Los Angeles and Orange Counties, lying within **KPRO's** 0.5 MV area.

Other than **KPRO** there is only one advertising medium that covers the Valley of Paradise completely, viz., a 50 kilowatt outside station 60 miles away. Los Angeles is 60 miles from Riverside and San Bernardino, about the same distance as Milwaukee is from Chicago, or Baltimore is from Washington, D. C. Few advertisers try to cover Washington from Baltimore—likewise it is not profitable to try to cover this great agricultural region of Southern California from Los Angeles. The Valley of Paradise, heart of agricultural Southern California, is completely surrounded by high mountains—thus outside stations fade here the same as this station fades in Los Angeles.

SO, FOR COMPLETE COVERAGE OF OUR LARGE AGRICULTURAL VALLEY, INCLUDE **KPRO** IN YOUR NEXT ADVERTISING BUDGET

BUY KPRO in combination with KROP, Brawley, Cal.

KPRO has no exclusive representative but the representatives listed below can supply you with availabilities and can give you information relative to KPRO's market.

San Francisco, Calif.
Duncan A. Scott Company
627 Mills Building
Sutter 1393

Los Angeles, Calif.
Duncan A. Scott Company
408 Pershing Square Building
Michigan 0921

KPRO - Riverside, Calif., Tel. 6290 :-: *San Bernardino, 480 5th Street, Tel. 5157*

BIRMINGHAM
ALABAMA'S RICHEST MARKET

RESIDENTIAL
APPLIANCE
SALES

Birmingham's postwar boom in residential appliance sales has started. The last prewar year, residential appliance sales in Birmingham amounted to $4,776,500. Get your share of this business in 1946 with a sales message on WBRC—first in Birmingham since 1925!

WBRC
NBC
5000
WATTS
DAY and NIGHT
BIRMINGHAM'S
BEST RADIO BUY

Radio News Clinic Planned in Florida

Third in Series Scheduled At Daytona Beach Jan. 12

THIRD in a nationwide series of radio news clinics will be held by the NAB Jan. 12 before the Florida Assn. of Broadcasters. Meeting will be held at the Sheridan Plaza Hotel, Daytona Beach, with Comdr. W. Wright Esch, owner of WMFJ Daytona, host.

Conducting the clinic will be E. R. Vadeboncoeur, vice-president of WSYR Syracuse and chairman of the NAB News Committee, and Arthur C. Stringer, NAB director of promotion and secretary of the committee. Mr. Vadeboncoeur is spending 10 days at the Vero Beach, Fla., home of Mark S. Wilder, and will go to Daytona Beach for the clinic.

LeGate to Preside

Seventeen stations had indicated by mid-week that they would be represented at the clinic. Presiding will be James M. LeGate, general manager of WIOD Miami and president of the Florida association.

First of the clinics was held Nov. 16 at Springfield, Ill., before news editors of Illinois stations. Second was held Jan. 3 at Indianapolis on behalf of the Indiana Local Broadcasters Assn., with Mr. Stringer in charge (see separate story).

NAB News Committee is making arrangements with other state groups for clinics during the year. Clinics are open to stations regardless of NAB membership.

Chattanooga Debut

WAGC Chattanooga, Tenn., makes its debut Jan. 20, operating on 1450 kc 250 w unlimited. A Mutual affiliate, station will be operated by Tennessee Valley Broadcasting Co., a partnership of Gordon W. Gambill and Hubert M. Martin, local businessmen; R. T. Russell, banker; Humphrey B. Heywood, business manager of Baylor School for Boys. WAGC will use transmitter site and ground system originally used by WAPO Chattanooga, with Hotel Patten studios formerly used by WDOD. Station will have Lang-Worth transcription and AP services.

New Recording System

NEW RECORDING system capable of recording any standard, original or release type of sound tracks on either 35 mm or 16 mm film has been announced by the Electrical Research Products Division of Western Electric Co., to be available within the next few months. New device represents a marked departure in design from current equipment, the company stated. It is smaller and lighter and flexible enough to meet a variety of recording requirements including change from 35 mm to 16 mm in a matter of minutes, using only a screw driver.

WMAQ Advertisers for 11 Years

ELEVEN YEARS of broadcasting over WMAQ Chicago was marked when executives of Wieboldt Stores, Chicago, and their advertising agency, Needham, Louis & Brorby, met in the NBC Central Division offices to complete negotiations for renewal of their contract with the station. The show, *Meet Your Neighbors*, is broadcast Monday through Saturday 8-8:30 a.m. (CST). Shown (l to r): Seated, Harry C. Kopf, NBC vice president in charge of the Central Division; Werner Wieboldt, chairman of the board of Wieboldt Stores; standing, Oliver Morton, NBC local and spot sales manager; Alan Wallace, radio director, NL&B; Melvin S. Hattwick, agency account executive; William T. White, Wieboldt general sales manager; Jules Herbuveaux, NBC Central Division program manager; Robert T. Ewing, WMAQ account executive; Melvin Brorby, vice president, NL&B. WMAQ is owned by NBC.

LETTER TO THE EDITOR

KFQD Takes Listeners In on Station Operation

Editor: BROADCASTING

Up here in Alaska we too believe that the radio industry has been slow in "blowing its own horn" although it has the largest to blow that there is.

Since April, 1945, station KFQD at Anchorage, Alaska has been broadcasting a radio service program a half-hour in length each week. This program, while sometimes a trip "behind production scenes" has primarily been an explanation of what radio's job and problems are.

In telling of the broadcast of public service announcements and programs, KFQD listeners have been made present at all phases of the process . . . from the time someone makes a request for time, through production, and copywriters' hands, to the time it goes on the air. The use of mood music, sound effects, teletype news . . . all the phases of radio production have had programs devoted to them.

Management's headaches, too, have come in for their share of publicity on this "radio service" program series. Modern developments in radio have been described, with KFQD engineers getting technical at times. The part radio played in the war, and the relation of war-born radio developments to post war, peace-time usage, has been explained.

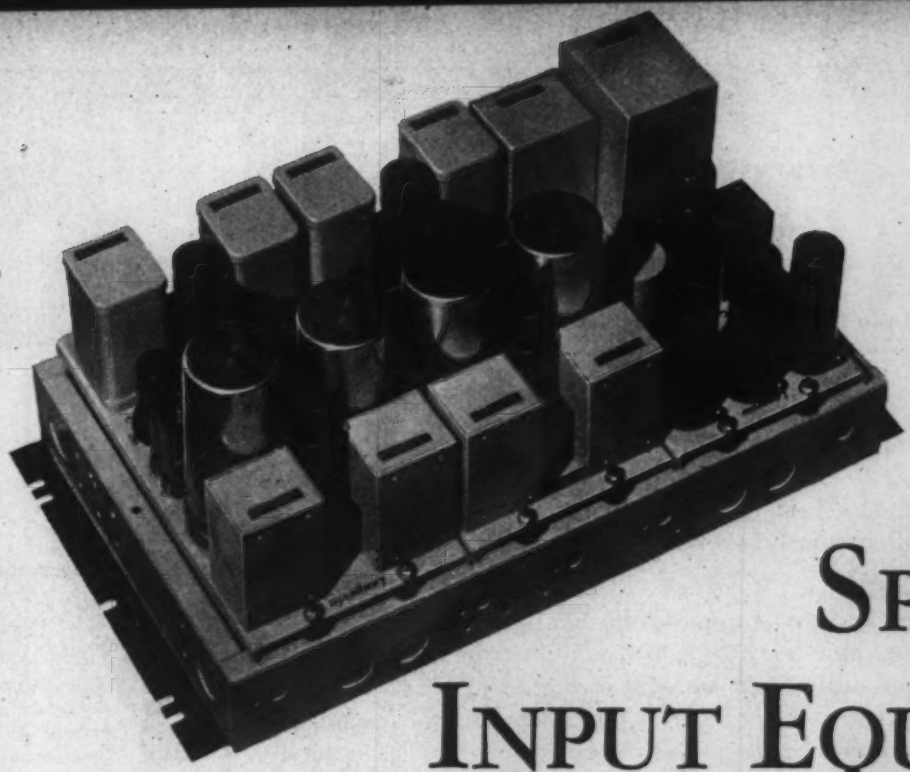
In fact, we feel that the radio listeners of Alaska know a whole lot about the workings and the problems of radio. We are trying to put a maximum of production into this series, and feel that it is well worth-while. Just thought you might be interested in knowing that Alaska isn't too far behind the industry.

KEN LAUGHLIN,
Mgr. KFQD Anchorage, Alaska.
Dec. 13

FCC Orders Rate Cut

MOVING to put into effect before April 1 agreements reached with the British Commonwealth at the Bermuda Telecommunications Conference, the FCC last week notified U. S. international telegraph carriers to report by Jan. 18 on plans to reduce tariffs and ordered an investigation to determine whether RCA Communications, Mackay or Press Wireless will be permitted to operate to Australia, New Zealand and India. The Commission also fixed Jan. 18 as deadline for applications to operate radiotelegraph circuits to Ceylon, Greece, Hongkong, Jamaica, Palestine, Saidi Arabia, Singapore and South Africa.

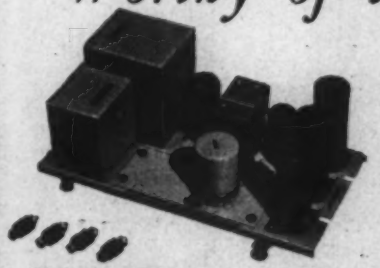
"Since the Lieutenant put his ad on WFDF Flint, he's sleeping better."



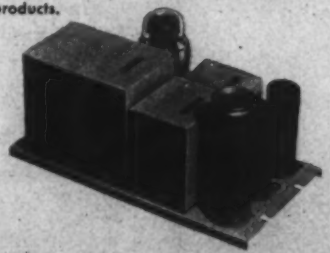
AT LEFT. Two Langevin Type 111-A Dual Pre-Amplifiers and one Langevin 102-A Line-Amplifier mounted on a 3-A Mounting Frame. This unit provides four pre-amplifiers and one line-amplifier, or three pre-amplifiers, one booster-amplifier and one line-amplifier, all in 10½" of rack mounting space. External power supply such as the Langevin 201-B Rectifier, as shown below, is required.

SPEECH INPUT EQUIPMENT

Worthy of an Engineer's Careful Consideration



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

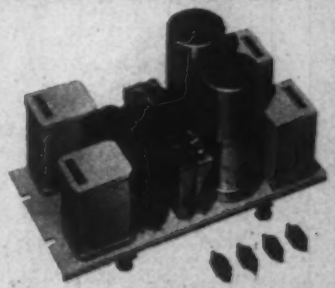


The 201-B Rectifier is one of the 201 Series Rectifiers, of which two types are available, the "B" having additional filtering, thereby giving a slightly lower ripple content than the "A." This unit is capable of supplying power for one 102 Series Line Amplifier and three 111 Pre-Amplifiers (six pre-amplifiers).

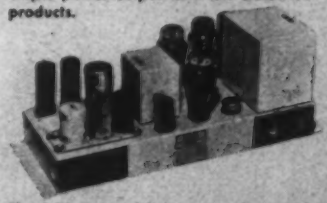
Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5¼" x 10¼" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10½" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name ***Langevin***. It will only appear on good apparatus.



The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The 108-A Amplifier is one of the 108 Series Monitor Amplifiers, of which four different types are available. The "A" is ordinarily used to drive a monitor system from a 600 ohm or bridging source. Its distortion is low for this type of service. It is quiet and has ample power with excellent frequency characteristics.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W. 65 St., 23

SAN FRANCISCO
1050 Howard St., 3

LOS ANGELES
1000 N. Seward St., 38

2961 Cities and Towns in 33
Sent 38,193 Requests in 10

It all started innocently enough: "Uncle Tom," the drawling M. C. on Consolidated Royal Chemical Corporation's Western Jamboree—one of the many papular WCKY programs (8:45—9:55 P. M. nights), casually remarked on ONE program, just ONCE, that if anybody wanted to see what he looked like, to write for a picture. That's all.

And then it *did* start. The first day's mail flooded in by the sacksful and we called out the reserves. We *knew* the program was a popular one—we knew we had a far reaching signal—but even we were amazed and astounded by this rush of mail from practically every corner of the nation; this overwhelming evidence of *listeners*. When it was counted and sorted, there were 7,251 letters and cards from nearly 3,000 cities, towns and villages in 33 states—states containing 84% of the nation's entire population.

But that was only the beginning. Before the requests from that ONE announcement stopped—in three days—there were 13,388 tallied and checked. The announcement was repeated several times more in the next few programs and at the time this advertisement was prepared the count was well up towards 40,000—and still coming, although a deadline of December 1 had been established.

So what? Well — Western Jamboree is a WCKY planned and produced show. So—smart programming and smart showmanship plus, 50,000 watts of salespower provides a bonus, buying audience which has no relationship to rates and coverage maps.

If you'd like more detailed facts about coverage, rates, programs, audience, on a station capable of being heard by five out of every six people in the nation, write or wire us, or

Ask a Free and Peters Man

WCKY

L. B. Wilson CINCINNATI

50,000 Watts of Sales Power

One Day's Ma
Novembe 23,

State	
Alabama	
Arkansas	
Connecticut	
Delaware	
Florida	
Georgia	
Illinois	
Iowa	
Indiana	
Kentucky	
Louisiana	
Maryland	
Maine	
Massachusetts	
Minnesota	
Missouri	
Michigan	
Mississippi	
New Hampshire	
New Jersey	
New York	
North Carolina	
Ohio	
Oklahoma	
Pennsylvania	
South Carolina	
Tennessee	
Texas	
Vermont	
Virginia	
Washington, D. C.	
West Virginia	
Wisconsin	
Canada	
British West Indies	

The Nation's Leading Inde

3 States
Days!

NEW YORK, N.Y.
CHICAGO, ILL.
CINCINNATI, OHIO
WASHINGTON, D.C.

MURPHY, LANIER & QUINN

ACCOUNTANTS · AUDITORS · TAX CONSULTANTS

522 Dixie Terminal Building
Cincinnati

November 29, 1945

L. B. Wilson Inc.,
Radio Station WCKY,
Hotel Gibson,
Cincinnati, Ohio.

Gentlemen:

Pursuant to your instructions, we have verified the mail received requesting Uncle Tom's Picture which offer was announced on the Western Jamboree program from the above-named radio station.

We are attaching Exhibit A, showing a detail of the number of requests by states, etc.

The verification covered only the pieces of mail postmarked November 19 to 22, 1945, inclusive. We have found by actual count that the pieces of mail totaled 7,251 and were received from 33 states, including the District of Columbia and also from Canada and British West Indies.

Yours very truly,

MURPHY, LANIER & QUINN,

By B. E. Murphy

BEV-GH

Enclosure

y's Mail Count

mbe 23, 1945

	No. Towns
	327
	59
	1
	5
	114
	351
	40
	2
	20*
	91*
	45
	55
	4
	4
	4
	46
	49
	160
	7
	2
	33
	408
	45*
	4
	169
	178
	313
	18
	2
	214
	1
	180
	19
	10
	1

*Counties

The count was observed daily by one or more of these Cincinnati Agency Executives

Walter Haehnle....Haehnle Advertising Agency
Kathryn Hardig.....Ralph H. Jones Co.
Sprague Mulligan.....Perry-Brown, Inc
Mae Rieser.....Rieser-Ernest & Assoc.
Martha Reuwer.....Mahlon B. Sheridan Co.
Leonard Sive.....Leonard Sive & Assoc.
Chas. Butler.....Stockton-West-Burkhardt
R. M. Fleming.....S-P-D Advertising Agency
Patricia Murphy.....Frederick W. Ziv Co.

lependent Voice On The Air

Auction Sale Threat

THERE'S a disturbing silence surrounding the FCC's proposed new procedure to govern station sales and transfers. The suggested regulation, on which briefs are due Jan. 15, would make a virtual auction sale of every transfer involving new control. There's no counter-part for this in any phase of our national economy. There seems to be no basis for it in law.

The regulation would throw open to public bidding all transfers of license, with the FCC to select the new owner. It means a licensee can't dispose of his property to an associate, a relative or a friend unless others get the opportunity to bid at the same terms. The alternative would be for him to hold it as long as he survives. And even then there would be a "forced sale", for under the proposed regulation the automatic right of inheritance would cease to exist.

The FCC now has ample authority to determine whether a proposed purchaser is qualified. Even after the transfer, if the new licensee doesn't perform requisite service, the FCC can hail him on the carpet for renewal or revocation proceedings.

Why the new procedure anyway? The FCC wants more and more control over the licensee, through tightening of regulations. From the beginning of the FCC in 1934 there has been steady arrogation of new powers seeking to invade the innermost phases of the business and program operation of broadcasting.

The Crosley-Avco case was the springboard for the new procedure—an opportunity avidly awaited by the FCC's crack-down element. It was a way, too, of appeasing those in Congress who sound off at the drop of a radio nickel, but who otherwise may stalwartly defend free enterprise as the American way.

Let's dissect the proposed regulation. The majority owner of a successful station operation decides to retire. He wants to sell his interest to the associates who helped him make the station a success. He proposes to sell at book value—not what the traffic will bear. (Or he wants to sell at a nominal figure to his children). But no. The FCC would require him to advertise the transaction, price and all, in a local newspaper of general circulation. The FCC would do the same in the *Federal Register*. Obviously, there would be higher bids. The upshot would be the majority stockholder, despite his wish to retire, would feel impelled to remain active unto his demise.

Or take an owner who wants to sell at the best figure possible. (Keep ever in mind that the FCC's plaint is that stations are going at exorbitant figures.) So the owner tells his prospect he must boost the figure to a point where competitive bidding would be discouraged. Will that keep prices in line?

If the open-bid procedure is desirable for station transfers, why shouldn't it also apply to new grants?

Ships ply the seas; planes the air lanes. The vehicles' operators are licensed, not the highways. If a ship operator breeches the maritime codes, or if a flyer violates the aviation regulations, his license can be suspended or revoked. He can bequeath his ship line or his airline to his son or family. Or he can sell it, so long as certain prerequisites as to qualifications are met. So it should be in radio. The ether is there. The broadcaster puts a ripple on it carrying intelligence, which the broadcaster, by his training, ingenuity and willingness to risk investment, made publicly acceptable and commercially valuable.

The FCC's proposed policy is an assault upon time-honored concepts of the rights of property owners. It is unnecessary. It renders meaningless the right of a citizen to bequeath his property as he wishes. Radio is just rounding out its first ownership generation. The inequity of the proposed rule will be visited upon this and future generations.

The rule should be resisted and the FCC told why. Every owner should see to it that the strongest possible case is made—in briefs to be filed by Jan. 15, and in the subsequent oral argument. The FCC wants the reasons.

Seven-League Boosts

IN THIS wondrous era of technological progress in which the vacuum tube—heart of all things electronic—plays so mighty a role, we hear new talk of giving the oldest of the broadcast media seven league boosts. Satellite or "booster" transmitters for existing AM stations are being actively advocated in technical circles. Manufacturers say they can produce them with greatest of ease.

Technically, there isn't much doubt about the feasibility of using one or more boosters of almost any conventional output as adjuncts to existing stations, even with microwave relays. But there's a larger question of public policy. There's no assurance at all that the licensing authority (now the FCC) would sanction it.

There are a number of booster stations now in operation—Washington has two. There's a synchronized operation in Boston-Springfield (WBZ and WBZA) which has been authorized for many years. But these are designed to provide additional coverage to fill out normal service areas.

But the talk now is about lining up unattended satellites for high or medium power stations to cover additional markets. That's another story entirely. As long as there are stations in those nearby markets (and applications for new ones pending) there's an issue about the policy that should be pursued.

Years ago NBC proposed synchronized operation of stations on several clear channels available to it. The plan was one wherein an entire network would be owned and operated by a single company with scarce standard broadcast channels conserved through synchronized operation. The old Radio Commission turned thumbs down on it, as contrary to what it then regarded as public policy. That was a wise decision, for it is conceivable that there might have developed several networks of wholly owned-and-operated stations. Local self-expression, which has flourished under independent, diversified ownership, might have foundered.

Booster stations to fill out coverage of normal trade areas certainly are desirable, particularly for shared-channel locals and regionals. But beyond that, irrespective of technical feasibility, it could well prove an economic boomerang.

Our Respects To —

LLOYD ADOLPHUS PIXLEY

RADIO, football and Pixley are synonymous in Ohio.

In the early 20's the name Pixley was linked with Ohio's radio history. And about the same time the name Butch Pixley made football history at Ohio State U.

The Pixley family owned Ohio's first licensed station—WBAV Columbus, which went on the air in May 1922 with 5 w power. Today the name Pixley again is identified with Ohio radio—WCOL Columbus.

Butch Pixley—that's the only name he has known since his high school and college days—is president and co-owner with his father, M. A. Pixley, of WCOL in the city where the 240-pound Ohio State grid star went to school and carved a name for himself in athletics.

His grandfather served in the Civil War under a Col. Adolphus. When Mr. Pixley's father was born in Marion, O., in 1879, he was named Milton Adolphus in honor of the colonel and when the future football star and broadcaster came into the world in Columbus on June 19, 1900, M. A. named his son Lloyd Adolphus.

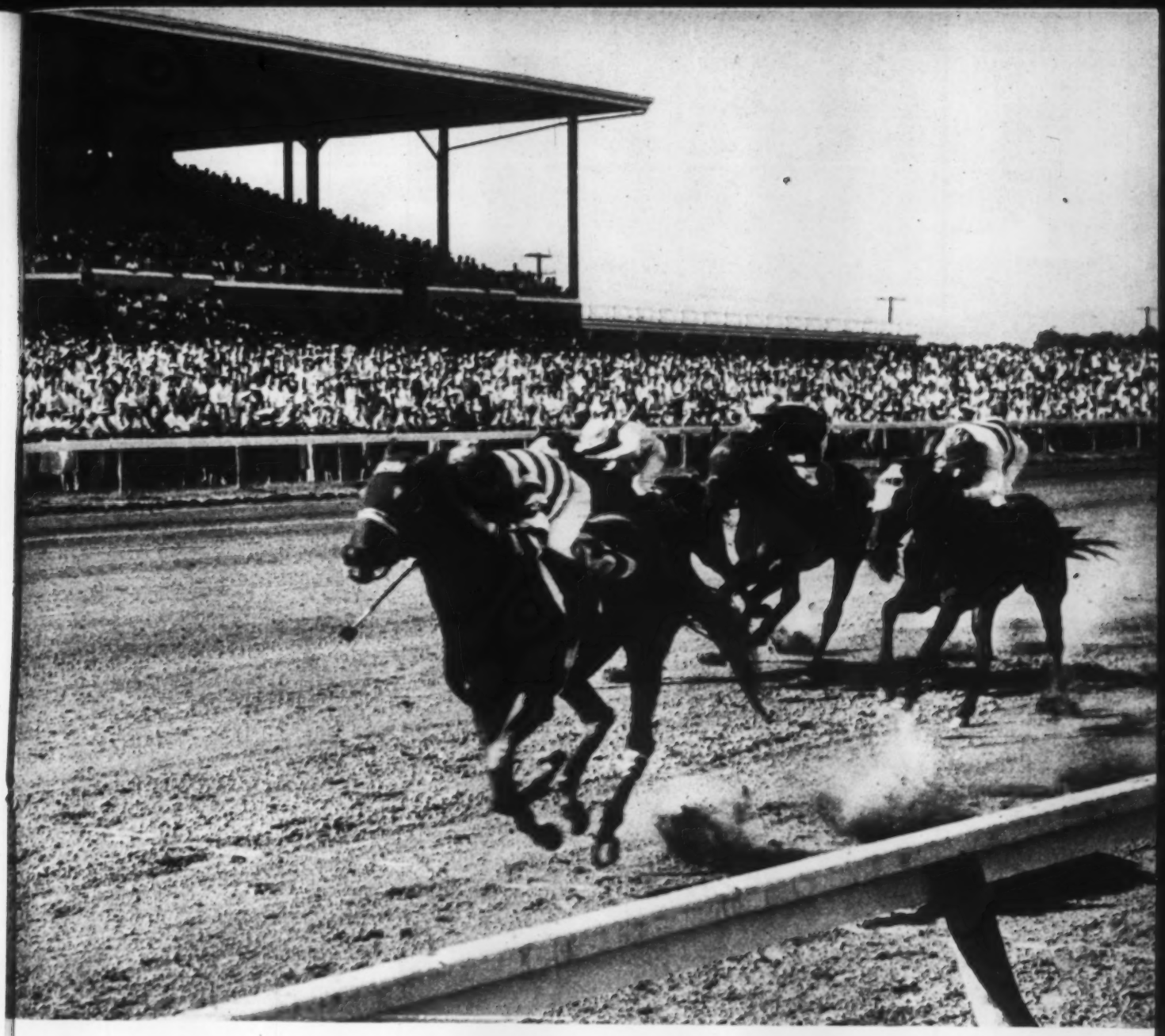
Attending grade and high school in Columbus, young Pixley entered Ohio State in 1918. Two years later he went to Princeton for a year but his love for the Buckeye State lured him back to finish at Ohio State. He captained the Buckeye Eleven in 1922 when the University's $1,500,000 stadium was dedicated. His playing attracted many an All-Star selector that year. But football wasn't his only forte in sports. He was a member of the University's golf team for three years and still shoots a low 70.

While he was in college, Erner & Hopkins Co., Columbus, of which his father was president, introduced the first radio receiving sets in the Ohio State capital. The firm brought in three Clapp-Easthams—all complete, ready for use—in the early 20's.

Customers could buy radio sets but Columbus had no broadcasting station so the Pixley's solved that problem by establishing WBAV, first licensed station in Ohio, with 5 w power, later boosted to 50 w, then 100 and finally to 500 w. That was the football star's introduction to radio. When he left college he became sales manager of the refrigeration department of Erner & Hopkins.

Three years later, in 1926, Mr. Pixley was made service manager of General Electric Supply Co., Columbus, and a year later he advanced to general manager and sales manager. In 1930 he became district manager for GE Supply, headquartering in Detroit. In 1933

(*Continued on page 44*)



HOT TIP ON THE DAILY DOUBLE . . . . .

CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . . the consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

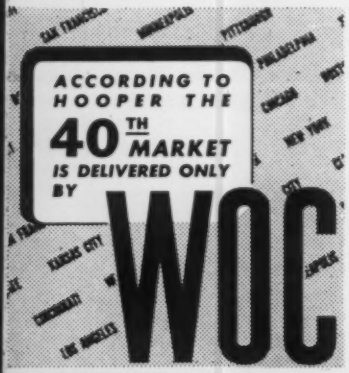
PROCTER & GAMBLE

buys WOC for the

QUAD Cities

(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA

B. J. PALMER, President

BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK

5000 WATTS—1420 Kc.

FREE & PETERS, INC., National Representatives

Respects

(*Continued from page 42*)

Mr. Pixley left GE to become president of his own firm—Pixley Electric Supply Co., Columbus, Westinghouse jobber.

When Comdr. George B. Storer, president of Fort Industry Co., entered active Navy service in 1942 and J. Harold Ryan, executive vice-president, went to Washington as assistant director of censorship in charge of broadcasting, Mr. Pixley took over the Fort Industry company as general manager on an interim basis. Headquarters was moved from Toledo to Detroit, where he was serving as secretary of the Standard Tube Co., also a Storer holding.

On May 30, 1944, Mr. Pixley became president and co-owner of WCOL, purchasing the station from Kenneth B. Johnson, Columbus attorney [BROADCASTING, April 10, 1944].

In addition to Ohio State, Mr. Pixley attended Princeton U. in 1920. He married Martha Sells Park on Jan. 1, 1923. They have three sons, Park H., who served with the combat engineers in the European Theater; John M., with the Naval air forces, and Peter L., at home.

Mr. Pixley is a member of the Detroit Athletic Club, the Bloomfield Hills Country Club of Detroit, Columbus Country Club, Columbus Athletic Club, Rocky Fork Country Club, is a Shriner, 32d Degree and Scottish Rite Mason and is active in Ohio State U. Alumni circles. He is a member, also, of Phi Gamma Delta.

Despite his many duties he found time to be general chairman of the successful 1945 Franklin County Red Cross Drive and takes an active part in virtually all civic affairs.

Mr. Pixley still likes football and he's a confirmed rooter for his alma mater. Trout fishing, hunting —and plenty of golf are his hobbies.

LaGuardia Promotion

PROMOTIONAL campaign of six weeks costing approximately $600,000 is being conducted by ABC for weekly Sunday evening broadcasts of Ex-Mayor Fiorello LaGuardia, sponsored by Liberty Magazine. Special kits, comprised of car cards, posters, pictures, mats, articles and live and transcribed announcements are being sent to ABC stations from coast to coast for use in local advertising. In addition network is using special block promotion in kit style for the full hour, 9-10 Sunday evenings, including Andrew Jergens Co.'s Walter Winchell and Louella Parsons shows, Carter Products' Jimmy Fidler and Liberty's LaGuardia.

ABS on Jan. 20 will be host to The Twentieth Century Club of Philadelphia through its affiliate WWSW. A musical program is planned.

MANAGEMENT

HARRY MAIZLISH, general manager of KFWB Hollywood, Warner Bros. station, was host to members of NAB Board of Directors at luncheon on movie lot Jan. 2 followed by inspection of picture studios.

FRANK K. WHITE, vice president and treasurer of CBS New York, attended NAB board meeting in Los Angeles Jan. 3-4 in place of **FRANK STANTON**, CBS vice president and general manager, who remained in New York because of illness of both **WILLIAM S. PALEY**, network president, and **PAUL W. KESTEN**, executive vice president.

CLYDE SCOTT, manager of KECA Los Angeles, ABC owned station, is convalescing at home following operation performed several weeks ago.

KARL O. WYLER, general manager of KTSM El Paso, Tex., was in Hollywood last week for conferences with NBC officials.

DONALD J. WRIGHT, musical director of CFPL London, Ont., for past 5 years, has been appointed station manager of CFPL. He has been in broadcasting since 1928, working on London, Hamilton and Toronto stations, and has been musical director of London schools. **MURRAY BROWN**, who joined CFPL as announcer early in 1945, has been appointed commercial manager.

WILLIAM B. CASKEY will join the executive staff of WPEN Philadelphia in mid-January. He will act as liaison officer between the station and its owner, the Evening Bulletin, and its agency, N. W. Ayer & Son, Philadelphia. Caskey is former assistant station manager of WFIL Philadelphia.

ROBERT R. FEAGIN, general manager of WPDQ Jacksonville, Fla., has been appointed chairman of the current Infantile Paralysis Campaign.

COMMERCIAL

RUSSEL SHAFFER, former salesman for six years with KANS Wichita, Kan., and released from the Navy, has joined the spot sales staff of KGO-ABC San Francisco.

LOWELL E. JACKSON, account and station executive on the Chicago staff of The Katz Agency has been elected director of the company.

STAN ANDERSON, released from Navy with rank of lieutenant, has been appointed KWKW Pasadena, Cal., account executive.

FRANK SAMUELS, sales manager of ABC Western Division, Los Angeles, flew to New York last week for conference with network executives.

REPPLIER MADE NEW HEAD OF AD COUNCIL

THEODORE S. REPPLIER has been elected president of the Advertising Council, it was announced last week in New York. For two and a half years Mr. Repplier had been executive director of the council.

Formerly an associate copy editor of Young & Rubicam and later campaign manager of the War Manpower Commission, Mr. Repplier joined the War Advertising Council in April, 1943, as Washington, D. C. office manager.

In assuming his new job as president, Mr. Repplier stressed the importance of advertising's continuation of interest in public service.

"There is general agreement," he said, "that a sense of social responsibility isn't something you pick up at the start of a war like a rifle and drop conveniently when the shooting ends . . . advertisers, both large and small, now subscribe to the well-proved doctrine that the best public relations advertising is public service advertising."

Holst to Crosley

PAUL F. G. HOLST has been appointed engineer in charge of audio and television development in the manufacturing division of the Crosley Corp., Cincinnati. A graduate of the Technical College of Copenhagen, Denmark, Mr. Holst came to this country in 1928 and entered the engineering department of General Electric Co. He transferred to Camden to the RCA Victor Division of RCA a year later and was with RCA for 16 years. During the war he contributed greatly to the production design of Loran equipment.

DURING holiday season 65 music educators from all over the country were guests of Fred Waring at his pre-broadcast rehearsals and broadcasts at NBC studios in New York. Waring has been demonstrating his choral technique to representatives of schools, colleges, churches, community groups and industrial plants.

COLGATE-PALMOLIVE-PEET Co., San Francisco (Peet's Granulated Soap), on Jan. 1 started using station break announcement schedule on KNX Hollywood. Contract is for 52 weeks. Leon Livingston Adv., San Francisco, has account.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

WMBD Folks *Lead* in Community Service

"LET George do it"—yes, it's easy to tell the other fellow what to do. What counts is actually rolling up your own sleeves and pitching in on the job.

The members of the WMBD staff don't stop at supporting worthy community projects, but actually **lead** them to success. They not only **tell** Peorians to support Community Fund and other equally important drives . . . they **work** on the campaigns. Example . . . two WMBD executives have been Chairmen of recent Community Fund drives; twenty-seven staff members served in this year's campaign in various capacities.

War and Victory Bond drives, Red Cross, Association of Commerce, Better Business Bureau, Churches, Scouts, YMCA, Hospitals . . . whatever the community activity may be, WMBD folks lend a hand or take the lead—

To make Peoria a better place to live.

FREE & PETERS, INC.
National Representatives

WMBD

5000 Watts★CBS Affiliate

COVERING

MET. PEORIA
Pop. 200,000
PEORIAREA
Pop. 614,200

Sell The
#1 MARKET
WINSTON-SALEM
GREENSBORO
HIGH POINT
In the South's
#1 STATE
NORTH CAROLINA
With
WSJS
For the Tri-Cities
Representatives
HEADLEY-REED COMPANY

PRODUCTION

BLOYCE (Blue) WRIGHT, who recently resigned as program manager of WKY Oklahoma City, has been appointed program manager of KGO-ABC San Francisco, replacing **ROBERT H. WESSON,** named sales representative for KGO and ABC spot sales in San Francisco. Wright has been in radio since 1935, first as an actor and then as announcer at WKY. He was later advanced to assistant production manager and then to post of program-production manager.

JAMES T. MAHONEY, former production manager of WITH Baltimore, has joined **WLAW** Lawrence, Mass., as program director. He has been in the music and radio field since 1923 as a representative for several orchestras and production director for **NBC** from 1937 to 1941. During the war he was AAF civilian property and supply officer and later radio director of **OWI.**

Mr. Mahoney

KATE SMITH, CBS star, has been appointed chairman of the Eastern Division of the 1945-46 drive of the Sister Elizabeth Kenny Foundation.

BERNARD DEAVILLE, released from the RCAF, has rejoined CBC as a producer at Winnipeg studios.

DEANE MOORE, formerly of KHJ Los Angeles, has joined KROW Oakland, Cal., as announcer.

BILL O'CONNELL Jr., recently discharged from the Marine Corps, has joined WRRF Washington, N. C., as announcer, and **BEN ROEBUCK Jr.,** also discharged from Marine Corps, has joined station as continuity writer and special events announcer.

JOHN CAWTHRAY, Ottawa, known in prewar days for his NBC show "Jean Caval Calling" is now director of entertainment at Bournemouth, England, for the RCAF. He has been with the RCAF since early in the war as public relations officer, and has appeared on BBC programs.

BERNIE YUFFE, recently out of the RCAF as a public relations officer, has rejoined the production staff of CKLW Windsor, and is writing songs for Fred Waring and a Chicago music publisher.

ART BOULDEN, recently discharged from the RCAF, is now free-lancing as announcer in Toronto.

JOHN M. REYNOLDS, with WKRC Cincinnati before entering the service four years ago, is now an announcer with WCKY Cincinnati. **GARY LEE,** also from WKRC, has joined WCKY as an announcer.

JOE DILLON, known for his Philadelphia Irish programs, and who has been absent from the air for two years because of illness, is presenting his "Gems of Erin" and "Night Club of the Air" shows over WCAM Camden. Dillon was formerly with WPEN Philadelphia.

JACK LACEY, chief announcer with WHTD Hartford before joining the Army three years ago, has been released from service and has rejoined the station as program manager.

CLAIR SHADWELL, formerly of WBT WSAI WELI WSRR joins the WIS Columbia, S. C. announcing staff Jan. 15. **JOE McGILL,** released from the service, is a new member of the WIS program department.

PAUL J. PRICE has joined WGL Fort Wayne, Ind., as announcer. He has announced at WKMO Kokomo, WAOX Vincinnes, WOWO Fort Wayne.

JULIAN FUNT, Dec. 31 takes over scripting for "A Woman's Life," CBS serial sponsored by Lever Bros. for Swan soap.

WENDELL NILES has been assigned announcer on CBS "Hollywood Star Time," sponsored by Frigidaire.

JO WILCOX, production assistant on ABC "Breakfast in Hollywood," has resigned that post to rejoin her husband, returned from overseas duty. **DOROTHY HAGEL,** formerly secretary to **LEWIS S. FROST,** assistant to NBC Western Division vice president and network Western Division program director, has taken over her former duties.

ANDRE KOSTELANETZ, sponsored on CBS by Chrysler Corp., Detroit, has been awarded the Asiatic-Pacific campaign ribbon in recognition of his efforts to entertain servicemen overseas. According to War Dept., Kostelanetz is one of few to be so honored. Agency for Chrysler is Ruthrauff & Ryan, New York.

NORMAN BLACK, musical director of WFIL Philadelphia, was one of the judges for the most outstanding string band in the 1946 Mummers' Parade held in Philadelphia on New Year's Day.

BILL MORROW, former chief gag writer on NBC "Jack Benny Show," discharged from AFRS after three years, has been signed by Warner Bros. to do biographical screen play based on life of that radio comedian.

SAM BRANDT, released from War Shipping Adm. Training Organization public relations department in Los Angeles, and prior to service, New York freelance writer-announcer, is at Carmel, Cal., devoting full time to writing his fifth novel.

KEN NORDEEN, Chicago radio actor with WBBM, has resigned to freelance. He has signed a contract with W. E. Long Co., Chicago, for exclusive services on all transcribed announcements of one minute or less.

BILL THOMPSON, character actor on Fibber McGee & Molly program (Johnson's Floor Wax), has signed a contract with Needham, Louis & Brorby, Chicago, to return to NBC show by Jan. 15. He has served two and a half years in Navy.

PAUL SAWTELL, music arranger of NBC "Date with Judy," has been signed to write special musical score for Columbia film, "Perilous Holiday."

SGT. TAV. CABANISS, formerly of KMPC and KHJ Hollywood, is assigned to AFRS station WVTJ Mindoro, Philippine Islands.

JIM COWAN and **BERT AUSMAN,** both formerly with KILO Grand Forks, N. D., are new announcers with WDAY Fargo, N. D.

ANN FITZGERRELL, from KVOO Tulsa, Okla., is now continuity editor of KCMO Kansas City. **HARRY GROVE,** before service in armed forces with WAAF Chicago, and **KIRK HAMMER,** ex-Marine formerly with WREN Lawrence, Kan., are new announcers at KCMO.

JOE GIRAND, disc jockey at WTHT Hartford, Conn., has left St. Francis Hospital following two weeks illness of bronchitis and virus pneumonia.

AMERICAN CHICLE Co., N. Y., on Jan. 1 started sponsoring schedule of station break announcements on KNX Hollywood. Contract for 52 weeks. Badger, Browning & Hersey, New York, has account.

KMPC Appoints Steele As Director of Music

TED STEELE, entertainer and musical director, has been named musical director on KMPC Hollywood by Robert O. Reynolds, general manager. He formerly was New York mueral manager. He NBC *Chesterfield Supper Club,* and also packager of that program for Liggett & Myers Tobacco Co. In radio since 1938 he has been with WNEW New York, WCOP Boston, WAPI Birmingham, as well as NBC and CBS, and has made recordings for NBC Thesaurus, World Library, RCA-Victor and Decca. Besides having complete charge of all live and transcribed musical programs, he will conduct his own orchestra and programs on KMPC.

Mr. Steele

KMBC Adopts Slogan

TRADEMARK slogan, PERPETUAL proMOTION, has been adopted by KMBC Kansas City. Featuring a swinging pendulum, the trademark was originated by E. P. J. Shurick, KMBC director of promotion and press relations, who also created the station's heart character trademark family which won acclaim in 1944.

Radio Awards

NATIONAL radio awards made to sponsored programs contributing most to education and public interest by the American Schools & Colleges Assn., New York, will be announced Jan. 15. Awards will be in form of scrolls and plaques and will be in three categories: cultural, news-drama and children's programs. Judges include Dr. Paul Anderson, president of Pennsylvania College for Women; Prof. Robert Emerson, chairman, radio department, New York U; Erik Barnouw, Columbia U; Dr. Frank Kingdon, commentator and former president of Newark U; John MacVane, NBC war correspondent.

More people listen
to WAKR
than to
any other station
heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP

"YOUR PLEASURE PARADE"

VINCENT LOPEZ

DICK BROWN · PAULA KELLY · BOB KENNEDY

JIMMY WALLINGTON · LILLIAN CORNELL · MILTON CROSS

THE MODERNAIRES AND THE GREAT PLEASURE PARADE ORCHESTRA

THE GRANDEST VARIETY SHOW EVER PRODUCED

Never before a quarter-hour transcribed musical show as jam-packed with talent! Jump tunes by the Modernaires and Paula Kelly . . . ballads by Dick Brown and Lillian Cornell . . . the magic fingers of Vincent Lopez. Wire for availabilities.

MAKING TRANSCRIPTION HISTORY!

FROM THE HOUSE OF HITS

FREDERIC W. ZIV COMPANY

2436 READING ROAD
CINCINNATI, OHIO

NEW YORK · HOLLYWOOD

Burp Checkup

LOREN WATSON Jr., who broadcasts a nightly sports program for Bi-So-Dol, stomach remedy, WJR Detroit, went to the hospital Dec. 28 for observation. You guessed it: he has a stomach ailment.

Honor Mrs. Mark

EDWDARD J. NOBLE, chairman of ABC and Mark Woods, president of the network, will be hosts Jan. 7 at a luncheon at the Mayflower Hotel, Washington, in honor of Mrs. Leroy Mark whose late huband was founder of the American Broadcasting Co. of that city, operator of WOL. Mr. Woods will present to Mrs. Mark a plaque in memory of her husband.

Butler Awards

IN HONOR of his wife, Ina, Burridge D. Butler, president of WLS Chicago, will present four $500 scholarships to the college or university of their choice to four Midwest senior girls. The award, known as the Ina H. Butler Citizenship Award, is open to senior girls in rural and village schools where total enrollment is under 300 and will be given to one girl in each of four States—Illinois, Indiana, Wisconsin and Michigan. Each girl will be chosen on scholarship, leadership, personality, community activities, sports and church activities. The award is part of the WLS Youth Award program started two years ago by Mr. Butler.

To A TOP-NOTCH TIME-BUYER WHO WANTS TO DO MORE THAN JUST BUY TIME

We think our staff of time-buyers is one of the best in the land. Now we're looking for another of equal calibre. If you're the man we want (and it must be a man), you'll naturally have the ability to cover all these bases, and if your present job doesn't include all these opportunities, we'd like to talk it over with you.

1. **ANALYSIS**—Can you appraise coverage figures, ratings and rates—make their meaning quickly apparent to others?
2. **PLANNING**—Can you contribute to selling strategy from a radio viewpoint?
3. **PERSONALITY**—Have you the presence needed to deal with clients as well as broadcasters and networks?
4. **ADMINISTRATION**—Can you farm out details to others and get the right results?
5. **SELLING**—When you reach a sound conclusion can you sell it to others—orally or in writing?

What We Have To Offer You:

1. A swell bunch of people to work with.
2. A staff of skilled helpers—rating analysts, estimators and statistical workers.
3. Stability—Look up our list of accounts.
4. Pension Plan—No other company we ever heard of has so generous a plan—and it costs you nothing.
5. Advancement—It's up to you.
6. Salary—Tell us what you're worth.

This is a tough job, but you'll like it if you're good. Ask your radio friends about us. Then make believe we're a client and sell us in a letter. If we are sold, no matter where you live, we will try to arrange an interview.

WRITE: William Maillefert,
COMPTON ADVERTISING, INC.,
630 Fifth Avenue,
New York 20, N. Y.

AGENCIES

GENE DUCKWALL, radio time buyer, has been made business manager of Foote, Cone & Belding, Los Angeles office. **E. R. BOSLEY Jr.**, advertising manager of Consolidated Steel Corp., Los Angeles, has joined the agency as account executive.

LT. M. J. WHITMAR, now on terminal leave after 32 months' service with Corps of Engineers, has been appointed vice president in charge of creative activities for Bert Johnson Co., Cincinnati agency. During Army service he was editor-in-chief of "The Maintenance Engineer", and chief of the editorial section, Maintenance Publications, Chief of Engineers Office. He formerly had been copy chief in the advertising department of Kroger Grocery & Baking Co., Cincinnati.

Lt. Whitmar

DUANE JONES Co., New York, has incorporated as of Jan. 1, 1946. Officers include **DUANE JONES**, president; **RALPH SMITH**, executive vice president and general manager; **LAWRENCE LEAMAN**, treasurer, and **EUGENE HULSHIZER**, secretary.

KENNETH W. BAILEY, vice president of O. S. Tyson & Co., New York, has been elected a director of the agency.

PAUL GRANING, with Army discharge, has been made account executive of Columbian Adv., Los Angeles.

FRED M. JORDAN, vice president of Buchanan & Co., New York, has been elected executive vice president succeeding **ARTHUR RAMSDELL**, who resigned Dec. 31.

BRONSON WEST Adv., St. Paul, Minn., has been elected to membership in Affiliated Advertising Agencies Network, national agency association.

WALTER H. IRELAND, formerly with Douglas T. Sterling, San Francisco management engineering firm has been made account executive of Ryder & Ingram, Oakland, Cal., agency.

JOHN WILEY, with recent Navy discharge and formerly engaged in public relations, has been appointed space buyer of J. Walter Thompson Co., San Francisco.

WINNFORD NANCE, with Navy discharge, has been made production manager of Welsh-Hollander Adv., Los Angeles.

WESLEY F. CRIST, formerly of McNeill & McCleery Adv., has joined Barnes Chase Co., Los Angeles, as account executive.

CLINTON BOLTON, recently discharged from the Coast Guard and formerly publicity manager for R. H. Macy & Co., has joined the public relations department of Geyer, Cornell & Newell, New York.

WAYNE A. WELCH, sales promotion manager of the Cowles Stations, Des Moines, until 1942 when he joined Meneough Adv., that city, has formed Wayne Welch Inc., Denver. Agency will specialize in public relations and product merchandising. Offices are located at 1212 Broadway. Welch has just been released from the Army.

CARL S. BROWN, vice president and manager of the New York office of Sherman & Marquette, has been elected a director of the firm. He has been with agency for two and a half years, has supervised special promotion campaigns for network package programs handled by agency.

THE JACOBS Co. is the new name of Bozell & Jacobs (Illinois) advertising and public relations firm with offices in Chicago and Minneapolis. Change does not apply to the offices of Bozell & Jacobs in Omaha, Indianapolis, Seattle, Houston, Shreveport and Dallas. The Jacobs Co. will also have offices in Hollywood and Miami.

JOHN GIBBS, new to radio, joins BBDO, New York, replacing **MILTON WAYNE** who has resigned as assistant story editor on "Cavalcade of America," working under **GEORGE KONDOLF**.

FORJOE & Co., national station representative, has moved its Hollywood offices to 1223 North Highland Ave. **LARRY KRASNER** has been appointed general manager for the Pacific Coast. He has just been released from the Army after four and a half years service.

WILLIAM B. WARNER, president of McCall Corp., has been appoined chairman of host committee for dinner of Brand Names Research Foundation at Hotel Astor, New York, Feb. 5 in honor of brand names of the Metropolitan New York area that have served the public 50 years or more.

WHILA WILSON has been elevated to West Coast program supervisor of Compton Adv. **LOY HOFFMAN** has taken over Hollywood office business manager duties.

BEN SMITH, former eastern coin machine advertising manager of Billboard, has become a partner with **PERRY WACHTEL** in De-Perri Adv., New York.

THURMAN L. BARNARD, former executive director of the overseas branch of the OWI and previously vice president and director of N. W. Ayer & Son, has joined Compton Adv., New York, as vice president and director.

Mr. Barnard

GUILD COPELAND, former copy group head of Dancer-Fitzgerald-Sample, New York, has joined the copy staff of Cecil & Presbrey, New York.

FRANK deB. WALKER, recently back from overseas as RCAF public relations director, has returned to Montreal office of Ronalds Adv. as supervising executive.

ROBBINS MILLBANK and **CLARENCE HESTEROFF** of the San Francisco office of McCann-Erickson, have been appointed vice presidents.

EUGENE W. SHAFER has joined the San Francisco staff of Wank & Wank to direct industrial advertising and marketing for the organization.

MAUD BURNES formerly Young & Rubicam, joins copy staff of Donahue & Coe, New York.

LUCILLE SUMMER, radio director of Bert Nevins Assoc., New York, was married Dec. 29 to Arthur Kurzweil, president of Artmor Fuel Oil Co., Brooklyn.

HAROLD J. GOLDSTEIN, just released from the armed forces and prior to that continuity editor of WCAE Pittsburgh, has joined the radio department of Dublin Advertising of Pittsburgh.

EDWARD STODEL, Marine combat correspondent for three years and formerly head of his own Los Angeles agency, has joined Hillman-Shane-Breyer as partner.

WARREN WILKES, recently discharged as a radio public relations officer in the RCAF overseas, has joined Tandy Advertising Agency, Toronto, as account executive.

GARRY CARTER of Frontenac Broadcasting Agency, Toronto, is forming an American company, Garry J. Carter Associates, N. Y., to handle sales elsewhere than in Canada of transcribed show "The Happy Gang" [BROAD CASTING, Oct. 22].

HENRY KLEIN, radio director of MacFarland Aveyard & Co., New York, after two and a half years with the agency working on the Saturday Evening Post program "Listening Post," rejoins BBDO radio department. BBDO now handles Curtis Publishing Co. advertising [BROADCASTING, Dec. 17]. **JAMES SHELDON**, formerly a director and script-writer on "Listening Post," succeeds Klein as radio director of MacFarland Aveyard.

KATE SMITH, sponsored on CBS by General Food Corp., again has a studio audience. "Kate Smith Sings" moved to CBS playhouse Jan. 4.

Business Leaders plan for *Louisville!*

☆ The General Box Co. *plans . . .*

THE war brought no material change to the products we manufacture nor to our methods of manufacturing them. To us it was simply a change in customers. Instead of food products, soap and the numerous peacetime items, our shipping containers were filled with guns, ammunition, medical supplies and etc.

We are proud of our production record during the war. In our two plants in Louisville we increased our production three times our normal operation. Of course it was necessary for us to also increase the number of our employees. Our war-time employee peak was two and one-half times that of our pre-war level. We are happy, however, to report that there has been no lay-off of employees at the General Box Company in Louisville.

Quite naturally we had no reconversion problems and we are continuing to make the same number of boxes as we did during the war. Again there has been just a change in customers. We expect to maintain this production level, as we already have orders in some departments which will carry us a year beyond the close of the war.

We are enlarging one of the plants and have ordered new machinery which will give us higher speed and efficiency. When our expansion plans are completed we will in all probability need additional employees.

WILLIAM C. EMBRY, *General Manager*

☆ The Vogt Brothers Mfg. Co. *plans . . .*

FOR 112 years Vogt Brothers has manufactured municipal products such as fire hydrants, pumps, and waterworks valves. We continued to manufacture these items during the war period as they were essential for the protection of the property and personnel of army camps and hospitals. Also we continued to manufacture steam pumps which were used in the production of alcohol, food and other items manufactured by essential industries.

During the war we expanded our facilities which enabled us to produce tools, dies and sheet-metal specialties. We built a Kirksite foundry for the making of Kirksite dies. This permitted the rapid and comparatively inexpensive manufacture of sheet-metal dies for airplane parts and similar items.

We have virtually no conversion problems. Our present plans are to use our expanded facilities which include one new plant and twice the number of employees in producing the many Vogt Brothers Manufacturing Company products for peacetime uses. We have new lines that weren't produced before the war that may even necessitate our increasing these facilities.

ERNEST L. VOGT, *President*

No. 13 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

FOR *Results* IN
ROCKFORD
WROK
TOPS ALL STATIONS HEARD IN
ROCKFORD, ILLINOIS
ACCORDING TO CONLAN SURVEY
1000 W
ABC
AFFILIATE
NATIONAL REPRESENTATIVE
HEADLEY-REED CO.

ALLIED ARTS

FRED U. WAMBLE, former chief engineer of KGVO Missoula, Mont., has resigned from staff of CBS Chicago to join the Broadcast Sales Division of Federal Telephone & Radio Corp., with headquarters at Albany, N. Y.

GEORGE LEWIS has resigned as publicity director of WHN New York to open his own publicity office at 373 Central Park West, New York, which will be devoted "to chronicling the history of gag-dom, to the development of radio comedy programs and ideas." He is founder of Gag-Writers Protective Assn.

PAUL MANNING, former war correspondent for Mutual and prior to that with CBS, has formed his own firm in New York to produce packaged radio shows. Firm name is Paul Manning & Co. Inc. **JOHN BABB**, formerly with National Concert & Artists Corp. Radio Sales Division, will handle the sales for the new company.

HERMAN N. LUBET, former advertising manager of Lane & Bryant, New York, has joined Fada Radio & Electric Co., New York, as advertising manager.

DR. MATT CHAPPELL, research consultant, has severed his relations with the Canadian research firm, Elliott-Haynes, Toronto.

MANIE SACKS, vice president in charge of New York office of Columbia Recording Corp., has left for Hollywood to make preliminary arrangements for first Columbia records to be made by Dinah Shore. **EDWARD WALLERSTEIN**, CRC president, who also will go to Hollywood for the recording, announced last week that Miss Shore had signed a long term exclusive contract with CRC starting Jan. 1.

ALTON I. FURBISH has been appointed to the advertising department of Hoffman Radio Corp., Los Angeles. He will assist in editing "The Hoffman Transmitter", company organ, and will direct publicity. Furbish has served three years in AAF and formerly had been in local advertising and publicity work.

TRACY-ROBINSON Inc., New York, is firm name of new public relations agency formed by **LEE TRACY**, for three years promotion director of New York Daily Mirror, and **IRWIN ROBINSON**, for three years public relations director of the Advertising Council, formerly War Advertising Council. Robinson will continue his association with the council.

HARRY H. REPLOGLE, senior vice president of Sylvania Industrial Corp., is retiring to devote time to his other interests. He has been in charge of sales since firm was founded in 1929. He continues as consultant and director.

GENERAL AMUSEMENT Corp. has contract for its package "McGarry and His Mouse," comedy half-hour show, slated for a summer replacement awaiting signature from Young & Rubicam, N. Y.

H. DON MURRAY, recently discharged from Navy as a commander and formerly western regional manager of Crosley Radio Corp., Cincinnati, has joined Olympic Division of Hamilton Radio Corp., New York, as sales manager.

Hartley Receives Special Citation from U. S. Navy

J. HARRISON HARTLEY, recently released from the Navy as lieutenant commander, and now director of special features of NBC television, has received a special citation from the Secretary of the Navy. The citation was given "For outstanding services as officer in charge of the Radio Program Section in the Office of Public Information (Navy Dept.) Highly skilled in this special field, Lt. Comdr. Hartley ably discharged his responsibilities with regard to the dissemination to the public through the medium of commercial radio, the news of the Navy's accomplishments during the war. His broad technical knowledge, the esteem and confidence in which he was held by the leaders of the industry, his ability to organize programs and to supervise their broadcast under conditions of extraordinary difficulty were important factors which largely influenced public understanding . . . of the Navy's efforts."

He was also commended for setting up the radio-press facilities on Guam.

Stock Increase

FEDERAL TELEPHONE & RADIO Corp., New York, has announced an increase in capital stock from $3,000,000 to $5,000,000 with additional $2,000,000 subscribed for in cash by International Telephone & Telegraph Corp., owner of all FTR capital stock. Federal also announced that it had repaid completely its bank loans for war production purposes under V-Loan regulation. More than 95% of its wartime output of communications and electronic equipment went directly to military channels.

TECHNICAL

LT. ROBERT BROOKE, returned to inactive status by Navy, has rejoined NBC Hollywood engineering staff.

GEORGE D. RICH, formerly in charge of the home radio service group of Lear Inc., has been promoted to acting assistant chief engineer of the company's radio division with headquarters in Grand Rapids.

R. C. LONGFELLOW has been named engineer of the specialty division of the Electronics Dept. of General Electric Co., Syracuse. He will be in charge of all engineering activities for the division, with headquarters at Wolf St. plant. He formerly was section leader of a radar engineering group of the GE Transmitter Division.

EDUARDO E. GRINBERG and **ALEJANDRO UBERTINI**, Argentine television representatives, are in the U. S. and have been inspecting General Electric Co. television facilities. Sr. Grinberg is president of Centro Argentino de Television (Argentine Television Society), founder of Instituto Experimental de Television and a director of Primera Cadena Argentina de Television (Argentine Television Network). Sr. Ubertini is director and engineer of the latter.

LEWYT Corp., Brooklyn, contract manufacturer, will produce for the Brunswick Radio Division of Radio & Television Inc., New York, a complete line of table model radio receivers, electric phonographs and combinations which will be marketed under Brunswick trade name.

PAUL O'HARA, master control engineer of KNX Hollywood, is recovering from a recent heart attack.

SCOTT REID, recently discharged as a flight lieutenant from the RCAF where he served as a public relations officer recording engineer overseas, has rejoined CKNX Wingham, Ont., as chief engineer.

HERB EIDSON has been named chief engineer of WIS Columbia, S. C. **CHARLIE BELL** has replaced **LOUISE BELL** in studio control. She assumed new duties in the program department.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

You can help...

This child and thousands of American children like him—stricken by infantile paralysis—are depending on you and your listeners for help. The time you give during the MARCH OF DIMES will bring them years of happiness.

The biggest stars of stage, screen and radio have recorded an entertainment-packed parade of music, songs and informal talks. It's the kind of radio enjoyment your listeners like—and the message it carries is close to their heart.

Give your time to the 1946 March of Dimes —January 14-31!

Highlights of the 1946 MARCH OF DIMES transcribed show package: 5-minute musical programs by FRANK SINATRA with the Pied Pipers and Axel Stordahl's Orchestra... 15-minute shows by DINAH SHORE with Robert Emmett Dolan's Orchestra, TOMMY DORSEY and his Orchestra and ANDRE KOSTELANETZ and his Orchestra... 15-minute talk by JIMMY STEWART and BASIL O'CONNOR ... 1-minute pleas in the voice of FRANKLIN D. ROOSEVELT... and 1-minute spots by BOB HOPE, HELEN HAYES, WALTER HUSTON and many other celebrities.

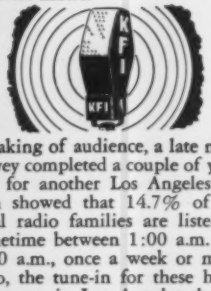
BASIL O'CONNOR, *President* — HOWARD J. LONDON, *Radio Director*

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
"1946 MARCH OF DIMES"
120 BROADWAY • NEW YORK 5, NEW YORK

"The Good Cause Must Go On."—FRANKLIN D. ROOSEVELT, FOUNDER

REVISIONS IN THE NIGHT

Recent arrival of Bob Phillips to take over the announcing task on the graveyard shift at KFI has meant some healthy program changes. Prior to accepting his assignment here, Bob spent many a night listening to the 24-hour Los Angeles stations just to learn the kind of competition he would have to meet. Result of his study was a pair of ruby-red eyes and some definite ideas as to how KFI should be scheduled. The Program Department has given him the green light to put his recommendations into effect and today this station carries *seven* well planned programs from 1:00 a.m. to 6:00 a.m. instead of the usual *forty*. The emphasis is on music and news headlines with jive fans and serious music patrons served unstintingly. Indications are that listeners enjoy this new fare on KFI. On the 3:00 a.m. to 4:00 a.m. program, around fifty letters a day come to Bob Phillips requesting classical music.



Speaking of audience, a late night survey completed a couple of years ago for another Los Angeles station showed that 14.7% of the local radio families are listening sometime between 1:00 a.m. and 5:00 a.m., once a week or more. Also, the tune-in for these hours is greater in Los Angeles than it is in any other large city in the United States. We give you these few brief facts about our graveyard shift with no intentions of pitching it as a sales potential. If, however, you are a smart time buyer who sees the possibilities, don't hesitate to contact KFI's Commercial Manager, George Whitney or Edward Petry.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

SPONSORS

R. L. WATKINS Co. Division of Sterling Drug Inc., New York, is increasing its advertising schedule in 1946 for Dr. Lyon's tooth powder, Ayer's Pectoral cough remedy, Mulsified Cocoanut Oil Shampoo and Double Danderine. In addition to "Manhattan Merry-Go-Round" on NBC for Dr. Lyon's tooth powder, special 15-minute morning announcement time has been purchased on the Don Lee network of 39 stations in California and WJJD Chicago. Other radio spots will be added. Mulsified Cocoanut Oil will be advertised one day a week on new "Bride and Groom" program on American network; spots will be added for Ayer's Pectoral cough remedy on Watkins Co.'s NBC programs "Stella Dallas" and "Backstage Wife" and on "Bride and Groom" on American. Double Danderine will also be advertised on network shows. Agency for radio advertising is Dancer-Fitzgerald-Sample, New York.

I. J. FOX, New York (furs), Jan. 1 started daily spot announcements on WOR WJZ WABC New York and WPAT Paterson. Spots also are contemplated for Miami stations. Agency is Lew Kashuk Adv., New York.

FORD, LINCOLN & MERCURY Dealers of America, Detroit, on Jan. 1 started sponsoring weekly "Bob Crosby Show" on CBS stations, Tues. 10-10:30 p.m. (EST). Besides Bob Crosby and His Bobcats, an eight man orchestra, program features Town Criers Quartet with weekly guest star. John Lund is announcer-actor, with Ezra McIntosh, producer of J. Walter Thompson Co., agency servicing account. Bill Sloan is CBS production representative assigned to series. Writers include Bud Pagan-ucci, John Murray, Dan Friedman and Frank Hall.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C., replaces Bob Hawk's "Thanks to the Yanks" show on CBS Monday nights with "The Bob Hawk Show", new comedy-quiz program starting Jan. 7, 7:30-8 p.m. Program will continue to promote Camel cigarettes. Agency is William Esty & Co., New York.

IROQUOIS BEVERAGE Corp., Buffalo (Iroquois Indian Head Beer and Ale), Jan. 21 replaces Raymond Swing, news analyst, with new musical show "Iroquois Revue" five times weekly for 52 weeks on WGR Buffalo, WBTA Batavia, WJTN Jamestown, and WHDL Olean, N. Y. Program will be broadcast 7:15-7:30 p.m. featuring live talent. Agency is Baldwin, Bowers & Strachan, Buffalo.

SOIL-OFF MFG. Co., Glendale, Cal. (Soil-Off paint cleaner), on Jan. 7 starts sponsoring daily participation in combined "Housewives Protective League" and "Sunrise Salute" on KMOX St. Louis. Agency is Ruthrauff & Ryan, Hollywood.

BRITISH AMERICAN OIL Co., Toronto (gasoline and oil) has appointed Spitber & Mills, Toronto, to handle all radio advertising, with all other advertising being split between Spitzer & Mills and Stewart-Lovick, Toronto. No plans to change present radio programs, including CBC Trans-Canada network show "Peerless Parade," are contemplated for the immediate future.

INTERNATIONAL ASSOCIATED PRODUCTS, Toronto (proprietary), has started thrice-weekly quarter-hour transcribed musical programs on a number of Canadian stations. Account placed by Mason's United Radio Advertisers, Toronto.

MARLIN FIREARMS Co., New Haven, Conn. (Marlin razor blades), has started thrice-weekly spot announcements on a number of Canadian stations. Agency is Craven & Hedrick, New York.

SHORTY BEVERAGES, Toronto (soft drinks), has started spot announcements six days weekly on Ontario stations. Account was placed by Frontenac Broadcasting Agency, Toronto.

W. H. COMSTOCK & Co., Brockville, Ont. (proprietary), has started five weekly spot announcements on Canadian stations. Agency is Jack Murray Ltd., Toronto.

CROSSE & BLACKWELL, Toronto (foods), has started transcribed flash announcements six times weekly for one year on a number of Canadian stations. Agency is McKim Adv., Toronto.

DUSTBANE PRODUCTS Ltd. (cleanser), has started 15 weekly spot announcements on Canadian stations. Agency is McKim Adv., Toronto.

CANADIAN CHEWING GUM SALES Ltd., Toronto (Chiclets and Dentyne), has placed transcribed spot announcements six days weekly on a number of Canadian stations. Account placed by Baker Adv., Toronto.

STARKIST CO., San Antonio (toothpaste, powder), has started sponsoring five-weekly fifteen-minute "Treasure Chest" on KMPC Hollywood. Contract is for 52 weeks. Agency is Pitluk Adv., San Antonio.

ZONITE PRODUCTS Corp., St. Therese, Que. (Forhan's toothpaste), has started quarter-hour transcribed musical programs six days weekly on CKEY Toronto. Agency is Cockfield Brown & Co., Montreal.

COLUMBIA RECORDING Corp., New York (Columbia recordings), on Jan. 12 starts sponsoring weekly half-hour transcribed musical program on KNX Hollywood. Contract is for 26 weeks. Agency is Benton & Bowles, New York.

MISSION STOVE Co., Los Angeles (mfrs. distributor), on Feb. 3 starts sponsoring weekly quarter-hour dramatic program, "The Marriage Test," on KHJ Hollywood. Contract is for 52 weeks. Featured will be Jack Edwards Sr. and Kay Meade. Lou Holzer will produce. Agency is Lockwood-Shackelford Adv., Los Angeles.

BOWMAN GUM Inc., Philadelphia (Warren's Chewing Gum), Dec. 31 started participations on WHN New York on "Gloom Dodgers," six times weekly, Dick Gilbert's record show five times weekly, and "Sports Final" seven times weekly. Agency is Franklin Bruck Adv., New York.

BOOK-OF-THE-MONTH CLUB, Inc., New York, on Jan. 14 renews "Arthur Meets the Critics" for 52 weeks on WHN New York. Program, broadcast on Monday evenings, 8-8:30 p.m., has been a feature of station for past four years. Agency is Schwab & Beatty, New York.

NETWORK ACCOUNTS

Renewal Accounts

CARTER PRODUCTS, New York, on Dec. 30 renewed for 52 weeks, Jimmie Fidler-Commentator, on 39 Don Lee Pacific stations, Sun., 9:30-9:45 p.m. (PST). Agency: Small & Sieffer, N. Y.

E. O. ANDERSON Co., Los Angeles (Shontex), on June 19 renews for 52 weeks "Norman Nesbitt & the News" on 8 Don Lee Pacific stations, Sat., 9:15-9:30 p.m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

KELLOGG Co., Battle Creek (All-Bran and Gro-Pup), on Dec. 31 renewed for 52 weeks Kellogg's "Home Edition" on full ABC network, Mon.-Fri. 11:30-11:45 a.m. Agency: Kenyon & Eckhardt, N. Y.

CHARLES E. HIRES Co., Philadelphia (Hires Root Beer), on Jan. 27 renews for 52 weeks "Sunday Evening Party" with Hires on full ABC network, Sun. 6:30-7 p.m. Agency: N. W. Ayer & Son, N. Y.

ESQUIRE Inc., Chicago (Coronet magazine), on Jan. 21 renews for 52 weeks "Coronet Front Page" on full ABC network, Mon.-Fri. 9:55-10 p.m. Agency: Schwimmer & Scott, Chicago.

LAMONT CORLISS & Co., Toronto (Pond's Creams), on Jan. 2 renewed "Ceux Qu'on Aime" on 3 CBC French network stations, Wed. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Princess Soap Flakes), on Jan. 1 renewed "The Happy Gang" on 28 CBC Trans-Canada network stations, Mon. Fri. 1:15-1:45 p.m. Agency: Spitzer & Mills, Toronto.

Bob Hope Is First In Dec. 30 Hooper

'Fibber McGee' Rated Second, Charlie McCarthy Third

AS THE YEAR ENDED, the *Bob Hope Show* was the nation's most popular radio entertainment, with *Fibber McGee and Molly* a close second, according to the Dec. 30 report of C. E. Hooper Inc., which rated Hope at 29.3 and FM&M at 29.2. Charlie McCarthy was third with 27.8.

Average evening audience rating was 10.2, up 0.1 from Dec. 15, up 0.7 from Dec. 30, 1944. Average evening sets-in-use was 32.7, a gain of 0.8 from the last report and of 3.0 from the year before. Average available audience was 81.3, up 1.2 from the last report, up 2.5 from a year ago.

Radio Theatre had the highest sponsor identification index, 91.8. *The Shadow* had the most listeners per set, 3.33. Nelson Eddy had the most women listeners per set, 1.73; *The Shadow* the most men, 1.59; *The Lone Ranger* the most children, 1.25.

Following the three leaders the rest of the top 15 programs were: *Radio Theatre*, 25.5; Jack Benny, 25.2; Red Skelton, 24.1; *Mr. District Attorney*, 23.8; Fred Allen, 23.7; Walter Winchell, 22.2; *Take It or Leave It*, 20.0; Abbott & Costello, 19.9; *Screen Guild Players*, 19.9; *Music Hall*, 19.3; *Great Gildersleeve*, 19.2; Eddie Cantor, 18.4.

Abernathy Named

WILLIAM ABERNATHY, formerly announcer for many ABC programs and previously announcer at NBC, has been appointed night program manager of ABC. George Sax and Edmond Stevens continue as assistant night program managers, and Raymond Diaz will be supervisor of night programs as well as supervisor for ABC announcers. James W. Bixler has been appointed assistant manager of the ABC music department.

WSLI
JACKSON
MISSISSIPPI

Chunky, Mississippi?

This is a fine little community in Newton County, but for a BIG chunk of advertising results—concentrate on Jackson, center of Mississippi's Billion Dollar market—where business increased 95 per cent from 1940 to 1945. JACKSON led the state!
WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

PROMOTION

HENRY SCHACHT, conductor of the Farmer's Digest on KPO San Francisco, has been appointed supervisor of public service. **LEONARD GROSS**, recently returned from military service, will be his assistant.

ROBERT McANDREWS, released from AAF as major, has returned to NBC Hollywood as Western Division sales promotion manager. In service since early 1942, McAndrews had been assigned to AAF Bureau of Public Relations, Washington, D. C. **FRANK FORD**, who has been acting NBC Western Division sales promotion manager, is slated for new assignment by network.

MICHAEL J. BOSCIA, supervisor of publicity of WABC New York and in charge of publicity on several CBS programs, has been appointed manager of operations for CBS press information.

BURTON M. ADAMS, recently discharged from the Navy, has rejoined the NBC station relations department as a station contact man, and will handle all details in connection with cooperative programs. He joined the network in 1936.

CHARMAIN WERNER has been added to ABC Hollywood sales promotion research staff.

SID BEIGHLEY, merchandising director of WPDQ Jacksonville, is the father of a girl.

ERNEST S. LIBBY, released from the AAF, is director of WIS Columbia, S. C. promotion and publicity staff.

Retail Aids

GROCERY DIVISION of the merchandising department of WLW Cincinnati through a 16-page booklet "Your Magic Carpet to Modernization" has announced project available free to grocers in Ohio, Indiana, Kentucky and West Virginia which assists store operators to effect remodeling of their facilities. Ideas for store layouts, pointers on display and models of equipment for forming a three dimentional picture of new store are included.

Agency Promotion

MAGAZINE styled promotion piece has been distributed by O'Brien Gourlay Adv., Vancouver, B. C., presenting agency operations and personnel in action. Work and cooperation of various departments on any account is explained in text accompanying photos. Title of piece is "Our Life."

WBBM Showmanship

HOW EXPERT showmanship pays off in high ratings is described in humorous booklet released by WBBM Chicago. Showmanship in music, production, program scheduling, sound effects, and writing all add up "to spell WBBM's daytime leadership in Chicago, and why showmanship, WBBM style, means sales."

Blot It Out

CUT-OUT microphone blotter has been mailed out by WGL Fort Wayne, Ind., along with a letter saying "with your help we want to 'blot out' any mistakes we have made during . . . . . 1945." Both were sent with program schedule.

Legislation Story

RADIO STORY of Montana's 29th Legislative Assembly, as told by members through facilities of KPFA Helena and the Z Bar Net, has been printed in an illustrated booklet. All speeches made by the legislators on KPFA are reproduced, most illustrated. A roundup of pictures is included at the end.

IN THE PUBLIC SERVICE

Shelter Provided

THE POWER of radio in bringing help to people stranded by a flood was again demonstrated recently by WHIO Dayton when ice jams in the Miami River broke suddenly and surrounded a temporary housing area in Island Park. During a special broadcast from the scene, Les Spencer, WHIO special events director, questioned a Red Cross worker as to how listeners might aid the unfortunate residents. The workers suggested listeners might shelter people for the night. Within 10 minutes, the Red Cross telephone lines were jammed and calls had to be stopped. All the people in the flooded area were given rooms.

* * *

SOS

ALL THE ELEMENTS of a melodrama were present when a young ex-serviceman—with a record of 20 months on Guadalcanal, and a shattered left arm — walked into the studios of WLEE Richmond to ask for help. He and his wife and three children were desperate for a place to live. Though employed by a reputable Richmond firm, he was being evicted from his house because of a technicality. They had no place to go, and it was snowing. WLEE put the story on the air. First call came from Union Theological Seminary offering room for the family. Within 20 minutes, 32 property owners had offered help, and by morning, the family was installed in a five-room bungalow, on a year's lease.

* * *

Fund for Miners

A FUND for survivors of the Pineville, Ky., mine disaster was started by WNOX Knoxville and more than $1,000 was received within an hour after what the station said was the first live interview with survivors. WNOX's Tys Terway, O. J. Remington and Chief Engineer John Cole originated broadcasts at the scene on Dec. 27, day after the tragedy, and Dec. 28, and next day in a hospital interview with survivors Mr. Remington told listeners that Dr. J. M. Brooks, Pineville's dentist-mayor, had received two unsolicited contributions for the miners' families. WNOX Manager O. L. Smith and Program and Production Director Bill Trotter arranged another broadcast to appeal for funds from listeners. Planning a special broadcast to turn the money over to a Pineville committee, they hope the fund by that time will have reached five-figure proportions. Station officials said WNOX's opening broadcast from the scene carried the first complete broadcast list of persons trapped in the mine, clearing the mine's one telephone line of calls from friends and relatives and leaving it open for rescue-order calls.

Excuse It, Please

DEC. 22, 1945, marked the first time BBC was late going on the air. When the opening program started seven minutes late a woman announcer said: "Good morning. The time is now 23 minutes to 7. I'm sorry, but I overslept."

CAPT. HARRY SPERBER, USA, formerly conductor of "The Monschenfreund" on WHOM New York, where he became an active instrument against German-American groups in New York, is now one of the three top translators at the Nuremberg trials in Germany.

You Reach the Sales-Rich Lehigh Valley on

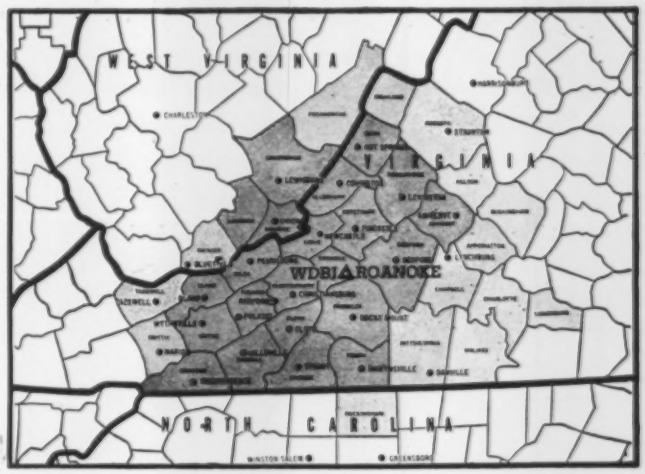
WEST

EASTON, PA.

Phillipsburg, New Jersey

NBC • Mutual

WDBJ *for* Roanoke *and* Southwest Virginia



There's only one station that *covers* the prosperous Roanoke and Southwest Virginia market. That station is WDBJ. Its daytime primary and secondary coverage areas have a total population of 841,700 (148,000 radio homes), with retail sales of more than $297,000,000. Ask Free & Peters!

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

WDBJ
ROANOKE VA.

FREE & PETERS, Inc., National Representatives

New Miller Band

GLENN MILLER Orchestra will be re-organized to carry on the name and music styling of Maj. Glenn Miller who was lost in a plane flight over the English Channel Dec. 15, 1944. Orchestra will be composed of ex-servicemen who served with Miller either in his AAF Overseas Band or who played with his band in civilian life. Conductor will be Tex Beneke, formerly featured saxophonist and vocalist with orchestra.

DODSON LTD., Los Angeles (Vogue Tyres), on Jan. 2 started sponsoring five-weekly five minute "Sports Roundup" on KMPC Hollywood. Contract is for 52 weeks. Davis & Beaven Adv., Los Angeles, has the account.

Phil Loucks Will Be 1946 President Of Federal Communications Bar Group

PHILIP G. LOUCKS, Washington attorney and former managing director of the NAB, has been nominated without opposition for the presidency of the Federal Communications Bar Assn. for 1946, it was announced last week by Horace L. Lohnes, chairman of the Nominating Committee. Mr. Loucks will assume office Jan. 11 at the Association's annual meeting, taking over the gavel from Eliot C. Lovett, of Hanson, Lovett & Dale. The annual banquet will be held on the same date at the Statler Hotel at 7 p.m. with Maj. Gen. Frank E. Stoner, Assistant Chief Signal Officer of the Army, as speaker.

Carl I. Wheat, former FCC telephone counsel and now in private practice in Washington, was elected first vice president; Reed T. Rollo, of Kirkland, Fleming, Green, Martin & Ellis, second vice president. William A. Porter of Kraemer & Bingham, and Arthur H. Schroeder, of Miller & Schroeder, were elected secretary and treasurer, respectively. Mr. Lovett and Ralph Van Orsdel, AT&T attorney, were elected to vacancies on the executive committee. Other executive committee members are Messrs. Lohnes and Rollo, Frank Roberson, of Spearman, Sykes & Roberson; Lester Cohen, of Hogan & Hartson; Ben S. Fisher, of Fisher & Wayland; Philip J. Hennessey Jr., of Segal, Smith & Hennessey.

Mr. Loucks

Mr. Loucks has been in Washington radio practice for nearly 20 years, except for his five-year tenure as NAB managing director, which he left in 1935. He had taken over the NAB before it had a Washington headquarters, and when its membership totaled less than 30 stations. In 1935 he formed his present law firm of Loucks & Scharfeld with Arthur W. Scharfeld, former Federal Radio Commission attorney.

BBDO Copyright

BBDO has copyrighted an audition script of audience participation show with Arthur Godfrey, packaged by Mildred Fenton and titled "Wiseacres". Agency previewed show Dec. 27 on WEVD New York.

CRC Elects

NEWLY elected vice presidents of Columbia Recording Corp., Bridgeport Conn., include Goddard Lieberson, in charge of Masterworks Division; Arthur E. Satherley, in charge of country dance and folk music; Andrew J. Schrade, in charge of West Coast operations.

Win Military Honors

AMONG ABC correspondents who recently received awards presented to civilian correspondents by Headquarters, U. S. Forces in ETO, for "outstanding and conspicuous service with the armed forces under difficult and hazardous conditions," were John Bryson, Herbert Clark, Gordon Fraser, Thomas Grandin, George Hicks, Ted Malone, Robert Massell, Donald Coe and Janet Flanner.

WOV Veterans

AMONG veterans who have rejoined WOV New York are the following: Engineers Edward Kissack, Joe Grafalo, Tom McCue, Edward Martin and Bernard Zimney; Musicians John Pastore, Richard Dia and Walter Scott. Guillo Miranda has returned as monitor.

Cage Appointed

JOHN M. CAGE, formerly with Allis-Chalmers Mfg. Co., Milwaukee, and previously in electrical engineering research field, has been appointed manager of Industrial Electronics Division, Raytheon Mfg. Co., Waltham, Mass.

MONCTON PLUMBING & HEATING Co., Moncton, N. B., has signed with CKCW Moncton for 26 weeks sponsorship of "The Haunting Hour", Thurs. 8-8:30 p.m. (AST).

PROGRAMS

New on WQXR

WQXR New York, starting 10th year, has announced new musical programs which include series of six clavichord programs featuring music of J. S. Bach played by Ralph Kirkpatrick; informal five-weekly "Record Rarities" starts on Jan. 7 featuring Remy Farkas, owner of one of country's most unique record collections, and series of six Sunday evening concerts by station's symphony orchestra.

Music Panel

YOUTH participation series, "Courtney's Record Carnival," started on WOR New York Jan. 5 in Sat. 2:30-3:30 p.m. spot. Program features Alan Courtney, conductor, with panel of teen-agers and musicians who discuss latest and advance recordings.

Rural Housing

SERIES on rural housing and community centers has been started on CBC prairie regional stations. Titled "Better Prairie Living", program consists of weekly quarter-hour talks by experts on community centers, nutritionists, interior decorators, gardeners and housing experts.

NBC Roundup

DISCUSSION by nine leading newspaper editors of vital issues facing the U. S. in 1946 was broadcast on "The Editor Speaks," special NBC program broadcast annually on New Year's Eve and picked up from offices in various news centers throughout country.

Opportunity for Negroes

OPPORTUNITIES for Negroes are being stressed in the half-hour program, "Progress of the Negro" on WSNJ Bridgeton, N. J. Outstanding figures of the race participate each week. From a small beginning a few years ago, in a little Negro church, program now claims great influence throughout southern New Jersey.

"Talks" Program

NEW "Talks" program, affording opportunity for public discussion of civic, political and philanthropic subjects of national interest, started on CBS network on Jan. 5, 3:30-3:45 p.m. Series will present leaders in public life who will be interviewed by Bill Costello, CBS news analyst.

Slow-Learning Child

PROBLEMS of the slow-learning child are being discussed on "Understand the Child," weekly 15-minute feature on WTTM Trenton, N. J. Clarette Sehon of the Vineland, N. J. Training School conducts the sessions with educators, physicians, psychologists and parents.

Luncheon Quiz

DINERS in the coffee shop and fountain lounge of Roosevelt Hotel, New Orleans, may win awards of cancelled lunch checks and theatre tickets on new WWL New Orleans participation program "Luncheon Date," Monday through Friday 1:30-1:45 p.m. Audience diners name selections to be played by WWL Production Manager Ray McNamara, organist and m.c. Those he is not able to play win award for participant.

"SEEM LIKE OLD FRIENDS, MARTHY!"

It's not surprising that everybody in Fargo knows the Royal Jewelers. For *seventeen years* we've broadcast their year-round program, six days-a-week, over WDAY.

The Royal Jewelers are only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years!

These days most stations have little trouble filling their schedules. But how many can match WDAY's record of advertisers *kept?*

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

News

MARSHALL SHANTZ, released from the AAF, has returned to WJTN Jamestown as director of special events. As a captain he saw action in the Netherlands, East Indies, Philippines and Okinawa.

RICHARD C. KOSTER, veteran of the 77th Infantry Division and former correspondent for the Mid-Pacific edition of the Stars and Stripes, joins the staff of WFIL Philadelphia as news editor and feature writer. Prior to his Army service, Koster was news editor and assistant traffic manager of WCAU Philadelphia.

JOHN B. HUGHES, Hollywood news analyst for ABS, currently is on two and a half months nation-wide lecture tour speaking on "America's Role in the Peace".

W. W. CHAPLIN, NBC roving reporter, is aboard the Queen Elizabeth to accompany U. S. delegates to United Nations Organization meeting opening Jan. 10 in London. He is to broadcast from the ship enroute.

ELEANOR BRENDEMUHL has transferred from the control room staff to the newsroom staff of KCMO Kansas City, Mo.

CHUCK WRIGHT, ski authority of WTHT Hartford, Conn., is now writing ski news column in Hartford Times.

SGT. FRED BARR, former program director of WWRL Woodside, L. I., and now announcer of WVTM Manila assigned to AFRS, covered a baseball game at the bullet-ridden Rizal Memorial Stadium, Manila, from a helicopter as first of a series of tests to be made with rotary wing aircraft to determine if three-dimensional coverage could be made of the Philippine olympics that started Dec. 7 and had finals Dec. 21-31.

ELLA K. PERRIN, former news editor of WCHS Charleston, W. Va., has transferred to WSAZ Huntington, W. Va. as news and continuity writer.

BOB FERRIS, released from the AAF as 1st lieutenant, has returned to his job as newscaster with KJR Seattle.

ROBERT ACKERLY, just out of the Navy as chief specialist, is also back in the news room of KJR after three and a half year's service.

HAROLD OGDEN, Hartford (Conn.) Times sportswriter, joins WTHT Hartford as sportscaster, with five-minute spot five nights weekly at 6:10 to be lengthened to 10 minutes after first of year.

LEE WOOD, formerly of NBC Hollywood, has joined news staff of Don Lee Broadcasting System, Hollywood.

CLIFFORD EVANS last week discontinued his daily news commentary which had been heard at 1 p.m. over WLIB New York in order to give his whole attention to his job as director of news and special events at that station.

SAM HAYES, Hollywood newscaster, has been signed to portray himself in the Monogram film, "Joe Palooka, Champ".

BILL HENRY, CBS news correspondent, after two weeks in Hollywood, returned to his Washington duties on Jan. 3.

JERRY ALLEN, sports director of WSNJ Bridgeton, N. J., is the father of a boy.

Schutter Places

EFFECTIVE Jan. 13 ABC's "Counterspy" will be sponsored by Schutter Candy Co., St. Louis, placing through Schwimmer & Scott, Chicago. "Counterspy" will be heard Sunday 5:30-6 p.m. (EST) [BROADCASTING, Dec. 31, 1945]. Schutter Candy Co. is a division of Universal Match Corp., St. Louis. In addition to Schwimmer & Scott, candy company also retains Westheimer Adv., St. Louis, and Kaplan & Bruck, New York.

Drive for Clothing Boosted by Radio

Program Kits Sent Out to All U. S., Alaska Stations

RADIO CAMPAIGN in support of the Victory Clothing Collection for overseas relief got underway last week when program kits were dispatched from the drive's national headquarters in New York to all U. S. and Alaska stations.

Kits contained six transcriptions of four and a half minute dramatic spots featuring Walter Huston, Katherine Cornell, Josephine Hull, Bert Lahr, Helen Hayes and Frederic March, plus numerous 15- and 30-second spots, 50 lead-ins and suggestions for programming.

The national committee plans to let local committees supply speakers for such shows as local stations desire to air, according to Ken Thomas, in charge of the national radio campaign.

Objective of the national drive, which is undertaken on behalf of UNRRA, is collection of 100,000,000 serviceable garments plus shoes and bedding for distribution to European and Asiatic countries hard hit by war. Henry J. Kaiser is national chairman. Nelson A. Rockefeller, New York chairman, and Harry Levin, New York radio director, launched the New York local radio campaign at a meeting with representatives of most local stations and networks last week.

In addition to the locally-aimed programming, the national committee intends, through the advertising council, to place allocations on network commercial and sustaining shows.

FOREST LAWN Memorial Park Assn., Glendale, Cal., on Jan. 1 expands weekly quarter-hour "Tapestries of Life" to 30 minutes on KNX Hollywood. Theodore Von Eltz continues as narrator of program which features dramatizations of human interest stories. Dan B. Miner Co., Los Angeles, has account.

Philco Preview

TO GIVE SALESMEN attending the national Furniture Show in Chicago, January 7-11, a preview of the newest FM receivers, the Philco Radio Company sponsored "The Philco Musical Parade" on WGNB, WGN's FM station. Program, heard at 3:30 to 4:00 p.m. CST, Jan. 7-11, demonstrated the new patented Philco FM circuit and dynamic reproducer which can be heard only on the new wave length allocated to FM broadcasting. WGNB began broadcasting January 1 on both the old frequency of 45.9 mg. and on the new frequency, 98.9 mg. (channel number 255).

Morning After

CHICAGO New Year's eve celebrants had an opportunity to hear how they rang in the new year as a result of a special broadcast made by WIND. With pick-ups from various Chicago night-spots, announcers Linn Burton and Howard Miller interviewed scores of party-goers and the program was transcribed. The following afternoon the show was broadcast, giving both night-owls and early retirers a vivid picture of Chicago's New Year's behavior.

THERE'S ONLY 1 TRIBOROUGH BRIDGE but WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

HERE'S A GARDEN-SPOT WITHOUT A WEED (Ky.)!

Weed is really a town in Kentucky—but when most people are glad to be rid of Weeds, why should *we* nourish them? WAVE's Weed-free patch is mainly the rich soil of the Louisville Trading Area, and it grows *more buying power than the whole remainder of this big State combined.* With everything here that advertisers want, we aren't increasing our power (nor our rates) to cultivate Kentucky's distant Weedy backwoods! You blame us?

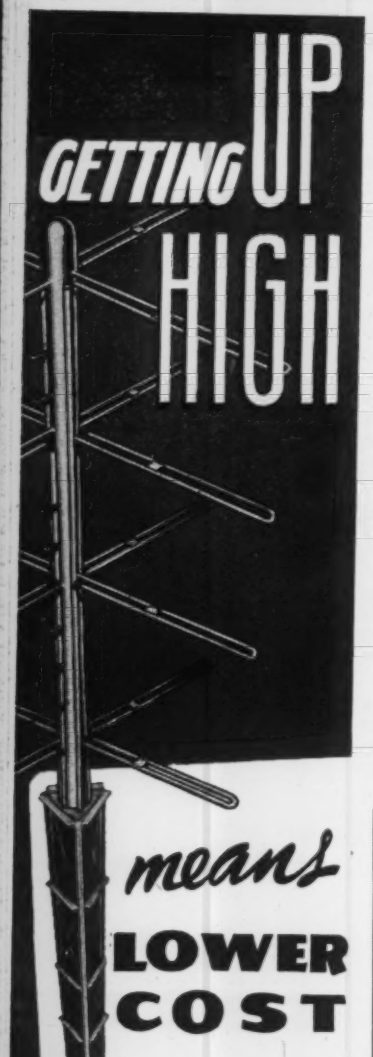
LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



means

LOWER COST

Getting that F-M Antenna up high not only means more efficient area coverage—but it also means lower costs. Doubling the height of the antenna above ground is equivalent to squaring the transmitter power. Thus, a 250 watt transmitter with a 200 foot tower would equal a 1000 watt transmitter with a 100 foot tower. That is real economy—both in initial transmitter cost and in power.

2 Wincharger Products will help you get better F-M Broadcasting at lower costs: (1) A sturdy, economical Wincharger Tower to get your antenna high. (2) An efficient, low cost Wincharger F-M Antenna. For full information write or wire us.

WINCHARGER
F.M. ANTENNAS • ANTENNA TOWERS • VERTICAL RADIATORS
WINCHARGER CORP. SIOUX CITY, IOWA

Protests Against Open-Bidding Station Transfer Plan Expected

ALTHOUGH no briefs had been filed last week indications were seen that a number of attorneys, in behalf of clients or in their own right, would file protests to FCC's adoption of its proposed rule requiring the open-bidding procedure in handling station transfers and assignments [BROADCASTING, Dec. 24].

Opposition ranged from charges of illegality in that the rule would deprive individuals of the right to dispose of private property as they wish, to contentions that it constitutes forced perpetuation of ownership by requiring an owner to sell to a purchaser approved by the Commission or not to sell at all.

Jan. 15 is deadline set by FCC for filing of requests for a hearing on the rule. Requests must be accompanied by supporting briefs. Date for oral argument will be set when requests have been received.

The proposed rule is based on the plan suggested by the Commission in its Crosley-Avco decision last September, requiring public advertisement of proposed transfers and assignments, followed by a 60-day waiting period for competitive bids on the same terms. The Commission would approve the application of the bidder it considered best qualified, subject to signing of a contract between the seller and the successful applicant within 30 days.

Six proposed transfers and assignments have been started under the Crosley-Avco plan, and three others have been placed by FCC in its pending file for failure to follow the procedure.

Passed Deadline

Of the six cases being processed under the open-bidding plan, proposed sale of WHDH Boston by Matheson Radio Co. to Fidelity Broadcasting Co. (*Herald Traveler*) for $850,000 already has passed the deadline for competing bids. None were submitted, and FCC authorities said the application now goes to the Commission "in regular order."

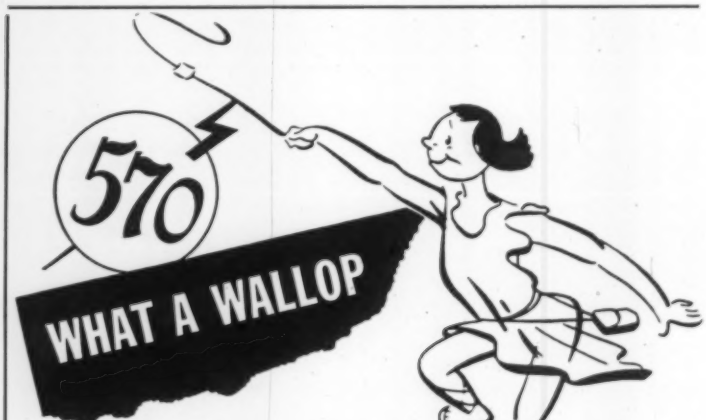
Other transactions following the Avco plan include these proposed transfers and assignments: WFIL Philadelphia by Lit Bros. to Triangle Publications Inc. (*Philadelphia Inquirer*) for approximately $1,900,000; KHQ Spokane by Louis Wasmer to Spokane Chronicle Co. for $1,295,000; KOIN Portland by C. W. Myers, Josephine Hunt, Gertrude E. Myers, and KOIN Inc. to Field Enterprises for $943,967; KROY Sacramento from Royal Miller Radio to Harmco Inc. for $150,000; KMTR Los Angeles from Marilynne Dalton Alcorn and others to Dorothy S. Thackrey, publisher of the *New York Post* and owner of WLIB New York and KYA San Francisco, for approximately $450,000.

The KXA Seattle case, one of the three proposed transfers put by the Commission into its pending file for failure to follow the Avco plan, calls for KXA sale by American Radio Telephone Co., Seattle, to Wesley I. Dumm and associates for approximately $200,000 [BROADCASTING, Aug. 13]. Transaction involves 54% of common stock from Ronald F. Meggee, president, and 46% from Vincent I. Kraft, Seattle advertising man. Associated in the deal with Mr. Dumm, head of KSFO San Francisco and KPAS Pasadena, are his brother, Franklin Dumm, Robert Gaylord and Philip G. Lasky, part owner and manager of KROW Oakland.

KFQD Case

The KFQD Anchorage, Alaska, application, also put into the pending file, would assign the station's license from William J. Wagner, trading as Alaska Broadcasting Co., Anchorage, to Midnight Sun Broadcasting Co., Fairbanks. Consideration is $65,000. Midnight Sun is licensee of KFAR Fairbanks and is headed by Austin E. Lathrop, who owns 94.9% of stock.

Third application shelved temporarily involves transfer by T. H. Barton, El Dorado, Ark., of his 55% interest in Radio Enterprises Inc., licensee of KELD El Dorado, to Wilfred N. McKinney, El Dorado, for $55,000. Mr. Barton owns 30% of capital stock in Arkansas Radio & Equipment Co., owner of KARK Little Rock. Mr. McKinney, former announcer and program director of KELD, was a captain in the Signal Corps serving overseas when the application was prepared in October.



...this little station gives your message

IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northeastern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the "little station with the big wallop." Send for it and complete information.

WMAM Marinette, Wis.

BRANCH STUDIOS: Iron Mt., Mich. • Sturgeon Bay, Wis.
JOSEPH MACKIN: General Manager

National Representatives: Howard A. Wilson Co. Chicago • New York • San Francisco • Hollywood

REASON WHY

PEOPLE IN KANSAS AND ADJOINING STATES DEPEND ON FARMING FOR A LIVING. THAT'S WHY WE'VE PROGRAMMED TO THEIR NEEDS FOR 20 YEARS. AND IT'S WHY THEY BUY WIBW-ADVERTISED GOODS.

WIBW The Voice of Kansas in TOPEKA

Iowa Survey

(*Continued from page 24*)

60% of all listeners tuned in at the evening peak.

Analyzing the point usually selected by listeners in changing stations, the survey shows that the great majority of adult listeners usually hear part or all of the announcement coming between programs. About a third reported they "usually" do not change stations until they hear the beginning of the new program. Less than 10% are in the habit of dialing in a new station before the announcement between programs begins.

Average adult in Iowa was found to listen approximately 4 hours and 50 minutes per weekday. Audience shifts are shown in a study of percentage of adults available to repeated announcements. The survey says: "The radio audience is constantly shifting from one set of homes to another, so that during an afternoon or a morning, for example, a great many more persons may be reached by a series of announcements than the peak listening period shows. Those sponsoring a series of announcements should judge the size of the audience by the total number of homes reached, not by the largest number available at any one broadcast period."

Set ownership in Iowa in 1945 ranged from 98.6% of all farm homes to 97.9% for urban homes and 97.9% also for village homes. Receivers in the home are powered as follows: Electric high line 83.5% (urban 97.2%, village 96%, farm homes 65.5%); wet or dry batteries 15.2% (urban homes 2.8%, village 4%, farm 31.3%); home generator 1.3% (farm homes 3.2%, none in urban and village homes).

WMRN Trophies

ANNUAL trophies to the winning football and basketball teams of the Mid-State League will be awarded by WMRN Marion, Ohio, according to an announcement by Jerry Kingmore, president of the League. Now in its first year, the league includes four members, with other teams expected to join. The first WMRN football award was presented last Fall. Robert T. Mason, president of the Marion Broadcasting Co., originated the idea to stimulate competition among the teams and to encourage growth of the league.

Name Changed

PHILCO Radio & Television Corp., a Philco subsidiary which handles national distribution of Philco products in the U.S., is now known as Philco Products Inc. John Ballantyne, president, explained that the broader name was advisable following the expanded scope of the Philco operations, including refrigerators, freezers, air conditioners, and radar equipment, as well as radio and television receivers.

Beep Mapping

BEEP time signal every hour on KSL Salt Lake City is used by U.S. Geological Survey in determining latitude and longitude in a series of intermountain maps. Less than a half-second error is permitted in mapping. The KSL signal, received direct from Arlington and automatically corrected for time lost in transmission, is accurate within a few hundredths of a second, according to C. Richard Evans, KSL chief engineer.

Acme Drops Carter

ACME WHITE LEAD & Color Works, Detroit, will drop sponsorship of *Nick Carter* on Jan. 13, blaming lack of materials and labor shortage for quitting radio. The show, with a 10.8 rating, is heard Sundays 5:30-6 p.m. on Mutual and will be carried sustaining by the network but will move to 6 p.m. spot. *Quick as a Flash*, sponsored by Halbros Watch Co. through William H. Weintraub & Co., New York, is now broadcast at 6 p.m. and will switch to the 5:30-6 p.m. period.

Canadian Ratings

CANADIAN DAYTIME SHOWS continue to have top rating, according to the December daytime national rating report of Elliott-Haynes Ltd., Toronto, which shows *Soldier's Wife* with a rating of 18.2, followed by *The Happy Gang* 16.4, *Big Sister* (American origination) 16.3, *Ma Perkins* (American origination) 13.8; *Claire Wallace* 13.2.

Leading French language daytime program in December was *Quelles Nouvelles* with a rating of 30.9, followed by *Jeunesse Doree*, 28.5, *Joyeux Troubadours* 25.9, *Grande Soeur* 23.3 and *Tante Lucie* 22.4.

NAB Retail Booklet

SERIES of articles on operation of large retail establishments, made available by National Retail Dry Goods Assn., has been published by NAB. The articles are written by NRDGA and store officials. NAB has inserted appropriate comments in the articles. The material in the 19-page booklet was compiled for NRDGA by its Sales Promotion Division and published by the NAB Dept. of Broadcast Advertising, of which Frank E. Pellegrin is director.

WTTM Building

WTTM Trenton, N. J., has purchased a three story building opposite the State House in Trenton. After remodeling, building will be the home of the station.

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

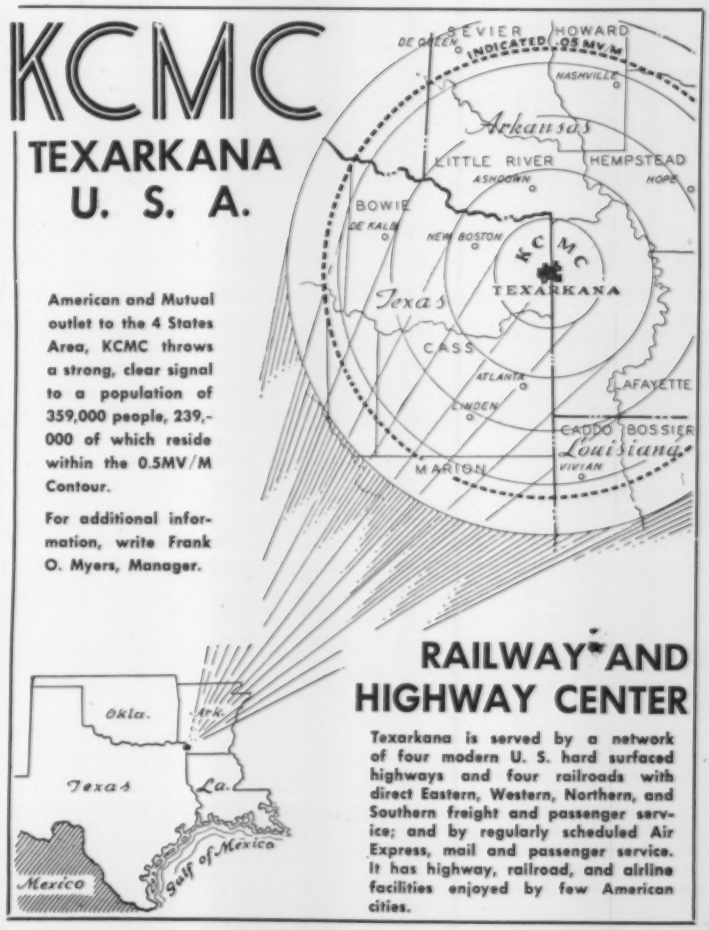
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

KCMC
TEXARKANA
U. S. A.

American and Mutual outlet to the 4 States Area, KCMC throws a strong, clear signal to a population of 359,000 people, 239,000 of which reside within the 0.5MV/M Contour.

For additional information, write Frank O. Myers, Manager.



RAILWAY AND HIGHWAY CENTER

Texarkana is served by a network of four modern U. S. hard surfaced highways and four railroads with direct Eastern, Western, Northern, and Southern freight and passenger service; and by regularly scheduled Air Express, mail and passenger service. It has highway, railroad, and airline facilities enjoyed by few American cities.

Readability Is Key to Good Newswriting

INS General Manager Finds Easy To Read Is Easy To Broadcast

NEWS COPY so written that it can be read aloud with ease is good for both publication and broadcast, Seymour Berkson, International News Service general manger, concludes. INS reporters and rewrite personnel are instructed to "keep it short, tell the story as the man in the street would tell it, avoid big words and complicated phrases." INS provides the same wire for newspapers and stations, but it's so written, says Mr. Berkson, that it can be published or broadcast with a minimum of editing.

READABILITY is the keynote of successful newswriting—both for radio and publication.

That's the conclusion of Seymour Berkson, general manager of International News Service. It's a conclusion based on years of research and study by INS and the Readability Laboratory of the American Assn. for Adult Education.

"While these tests have been devised primarily for the analysis of newspapers, they have a direct bearing on radio newscasts and the listening audiences of America's broadcasting stations," said Mr. Berkson. "What they have shown —and this has come as somewhat of a revolutionary shock to some newspaper editors—is that good newswriting for the eye is good newswriting for the ear.

No 'Mystic Gulf'

"What we have discovered is that when a news story is easy to read and understand, it is equally easy to broadcast and listen to," continued Mr. Berkson, himself a veteran newsman and former managing editor of INS before his elevation to the general managership. "There is no mystic gulf separating good writing for the eye and good writing for the ear. In other words, the same rules that govern good newswriting for a mass audience apply equally to newspapers and newscasts."

INS not long ago issued a revised style manual. At the same time the wire service published a Radio News Manual, written by Robert W. Brown, executive news editor, INS Radio Dept. The latter contains many tips to station newscasters and editors—tips based on a study of newscasting and reactions of broadcasters.

"In INS we have made an intensive and continuing study of simplified newswriting for the purpose of achieving improvements and modernization of style," said Mr. Berkson. "In this connection we have conducted a number of interesting experiments. For example, to encourage smooth, easily readable sentence structure in all our stories, we had our newswriters read their own copy aloud to themselves to test it for tongue-twisters or other word hurdles."

INS found the reading aloud to be an "excellent method of illustrating the importance of simplicity in the writing of all news dispatches," Mr. Berkson pointed out. After publication of the INS style manual, many stations and newspapers requested copies.

'Simplicity and Directness'

"Good writing was defined as a style of 'simplicity and directness that is as interesting and understandable for the ear as for the eye,'" said Mr. Berkson. "It became not merely a rule but a cardinal principle that INS correspondents write in a smooth-flowing, conversational style—'Copy must be listenable as well as readable.'"

Brevity is stressed in the INS style manual. Short, snappy leads that tell the news effectively and quickly. Short paragraphs and short sentences in the body of every story. Writers are cautioned against using "clumsy dependent clauses which seek to pile too many different facts into one sentence."

Mr. Berkson listed these "musts" from the manual: "Careful choice of verbs that are vivid—'the verb is the powerhouse of every sentence. It should denote action. . . .'

"Avoidance of such inversions as opening sentences with participial verbs, long modifying phrases or conjunctive clauses; elimination of all tongue-twisting alliteration, long, complicated words not immediately familiar to the average person, flowery language, fancy or technical words and phrases; elimination of trite expressions and cliches."

In a summary concluding the INS manual the tenets of good newswriting are epitomized.

"The INS simplified style is more than good editing. It is a way of thinking; a certain 'feel' for news and its natural style of presentation. It is a combination of those two cardinal points, brevity and simplicity. And it must start at the typewriter—it can't be achieved by an editor's pencil alone."

Following are excerpts from the radio news manual:

"The day of the purely spot-bulletin news approach has passed. . . . Now—today—to retain listener appeal, the bulletins alone are not enough; emphasis must also be placed on human-interest — the word picture of important events as they affect everyday people.

"Radio is a personal sort of journalism—and goes right into the home as a 'guest.' The first thing to remember is that radio's only 'editorial policy' is a policy of good taste, accuracy and fair play.

"For proper balance the general newscast should have all of the elements of the ideal front page.

"Do not follow a story of tragedy by a flip or humorous commercial. When possible, spot the commercial to follow some domestic story of not too grave consequences, or some feature story. Thus the commercial will not break through some serious train of thought set up in the listener's mind. This not only makes for good taste, but it gives the advertiser a break.

"Caution all newscasters against using the stock phrase, 'Here is a bulletin just handed to me,' before he has had time to glance at the dispatch. It may not be a bulletin."

INS stresses its slogan—"Get it First, but First Get it Right."

MR. BERKSON

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of 115,000 to 125,000 population
12TH IN POPULATION...
- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

THE SELLING POWER IN THE BUYING MARKET

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

In the UTAH market
The Station That DOES Things
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
JOHN BLAIR & CO. National Representative

Complete Receiver Line Made by Lewyt Corp.

COMPLETE line of table model receivers and combinations will be manufactured by Lewyt Corp., Brooklyn, for Brunswick Radio Division of Radio & Television Inc., New York, under the Brunswick label. Combination brings together two of the oldest names in the musical field.

Lewyt, a contract manufacturer, produced radar and other electronic equipment during the war. New Brunswick line will be introduced this month, with deliveries expected in March. Distribution will be through national sales representatives and company will sell direct to dealers on exclusive franchise basis. Cooperative newspaper and magazine advertising is planned.

Expands Shortwave

CANADIAN BROADCASTING CORP. shortwave service in January added a fourth frequency to its daily service to Europe, with call letters CKLO on 9.63 mc from 3-6 p.m. EST. Other frequencies and call letters in use are CKNC on 17.82 mc from 7 a.m.-1 p.m., CKCX on 15.19 mc from 7 a.m.-2 p.m., CHOL on 11.72 mc from 2-6 p.m. Service goes out in English, French, German, Czech and Dutch.

Four Rejoin WCAU

FOUR ex-staffers have returned from the service to WCAU Philadelphia in the last two weeks. Lt. Comdr. Joseph T. Connolly, former promotion director, has returned after three and a half years [BROADCASTING, Dec. 31]. He is now director of news, publicity and special events. Capt. Walter Sheldon, three and a half years with the AAF in China and India, has come back to his post of program director. Lt. George Thomas has returned to the station as announcer after four years with the Army. Al Taylor, after two years with the Merchant Marine, has rejoined the news staff.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

Is Your Product In "The Market Basket?"

Hartford housewives are talking about this exclusive feature on WDRC's Shoppers Special Show, 7 to 9 a.m. Ask Paul H. Raymer or Wm. F. Malo, WDRC for details.

CBS

Question of U. S. Network Affiliation With Canadian Stations Being Reviewed

By JAMES MONTAGNES

AFFILIATIONS of U. S. networks with Canadian stations are being reviewed by the Canadian Broadcasting Corp., it was announced by CBC chairman David Dunton, following the recent CBC Board of Governors meeting at Ottawa. How soon the CBC will announce its decisions and whether Canadian independent stations, now American network outlets, will appear before the CBC, are questions on which no answer is yet available.

CBC opinion is that no U. S. network should have definite affiliations with Canadian stations. This policy was responsible for CBC turning down [BROADCASTING, Dec. 17] application of Montreal's new 1 kw station, CJAD, for a franchise with CBS for English language programs. CKAC Montreal, pioneer CBS outlet, was to continue with musical CBS shows in which the continuity could be translated into French. Decision not to give CJAD the CBS franchise brought the statement that all U. S. net affiliations are under review.

CBC Opinion

CBC holds that a U. S. sponsor with a network show who wants to buy a network in Canada, whether Trans-Canada, Dominion or French, should be able to buy, with CBC approval, whichever network he wants. No Canadian network or key station should be identified with any specific American network. Since Canada has only two English language networks, and is not likely to have more for economic reasons, this reasoning is advanced. Thus NBC, CBS, ABC and MBS would all have the equal opportunity to buy a Canadian network, provided program, sponsor and commercial copy met with CBC standards.

The American sponsor who wants to buy only individual Canadian city outlets, would be allowed to purchase whichever station he wanted under this arrangement irrespective of previous network affiliations.

CBC feels that the present situation is not equitable to Canadian listeners, American networks or sponsors. Present affiliations were built in a period when U. S. sponsors were interested only in major Canadian markets, when networks were not available. CBC feels that smaller markets should also be able to hear the good programs.

At present CBS has CKAC Montreal and CFRB Toronto as outlets, having used these since it first entered Canada. NBC uses CBL Toronto, CBM Montreal, both CBC stations. ABC uses CJBC Toronto, a CBC station, and CFCF Montreal, an independent station. MBS uses CKWX Vancouver. CKLW Windsor, has no definite Toronto affiliation, using either or both CJBC and CKEY, an independent station, which also gets some ABC and NBC programs. A special arrangement was made with CKEY some months ago whereby that station could obtain any NBC, ABC and MBS program for which only Toronto was needed as an outlet, or which would also be carried on any Dominion network program which would be broadcast on CJBC as well, if the sponsor, in addition, wanted to use CKEY [BROADCASTING, Oct. 15].

Danger in Plan

While the arrangement of not having any set Toronto or Montreal station as American network outlet has possibility of becoming CBC policy, there is also a definite danger that CBC stations in those cities will get the bulk of U. S. network single city sponsored programs if they have availabilities. CBC plans as soon as equipment is to be had to increase power of CJBC and CBM to 50 kw. Its other outlets in Toronto and Montreal, CBL and CBF (French language outlets) are already 50 kw stations. It also plans to increase CBR Vancouver, to 50 kw, and to add a 50 kw station at Red Deer, Alta., and another at Winnipeg later on to complete its national coverage program. Whether American sponsors will want lesser powered stations in these cities when the CBC gets its 50 kw stations, is the problem facing the independent broadcasters in those cities who do not feel that their applications for increased power will be granted. CBC stations must reserve a larger part of their day and evening time for sustaining programs than independent stations, which is a factor considered.

CBC also has turned down applications of Canadian stations elsewhere than Toronto and Montreal, for affiliations with American networks, lest they become purely outlets. CBC thinking is that Canadian advertising and programming should be developed.

Helped in Fire

HARTFORD stations received praise for their service during the disastrous local hospital fire in which 17 lives were lost. News staffs were at the scene to provide frequent bulletin service. Stations offered their facilities to police, fire and health agencies and handled appeals for doctors, nurses and ambulances as well as calls for help for county and state authorities.

Unfailing Dependability

211

Han-D

99 - 999

U9S

A Star Performer

TURNER

Model 211

DYNAMIC

Developed for highest quality recording, P.A., and broadcast work (including FM), the Turner 211 Dynamic Microphone incorporates a new type magnet structure and acoustic network. Its unique diaphragm structure results in extremely low harmonic and phase distortion without sacrifice of high output level. A sensitive unit with a very smooth response from 30-10,000 cycles. Performs faithfully under severe operating conditions. Finished in rich chrome. Complete with tilting head, balanced line output connection, and 20 ft. removable cable set. In all standard impedances.

For Complete Details on Performance and Price Ask Your Distributor or Write

THE **TURNER** COMPANY

914 17th Street, N.E., Cedar Rapids, Ia.

TURNER

TURNER

Pioneers in the communications field

Microphones

Free Microphone Catalog
Write for Your Copy

NEW YORK IS A SMALL TOWN

When you're staying at The Roosevelt! All the best of Manhattan is within comfortable walking distance of this midtown hotel, known for Hilton hospitality. Rooms with Bath from $4.50.

HOTEL ROOSEVELT
Lean Carpenter, Gen. Mgr.
MADISON AVE. AT 45TH ST.
NEW YORK
Other Hilton Hotels include
Chicago: The Stevens
Dayton:
The Dayton-Biltmore
Los Angeles:
The Town House
C. N. Hilton,
President

Direct Entrance to Grand Central Terminal

10,000 WATTS • DAY & NIGHT
We're Selling POWER That's Got SELLING POWER
NEWS SPORTS MUSIC
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
WIBG

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

'Vox Pop' Claims First From Base

Beginning 14th Year on Air, Program Contradicts Archives

ANNOUNCEMENT of National Archives that Kay Kyser's *Kollege of Musical Knowledge* was the first full program broadcast from an American military base in World War II [BROADCASTING, Dec. 17] has been challenged by Russ Johnston, vice president, McCann-Erickson Inc., in a letter to BROADCASTING. He said *Vox Pop* broadcast 12 full programs from military bases before Feb. 26, 1941, date given for Kay Kyser's first military-base show.

Vox Pop, man-on-the-street program, now in its 14th year, began as a local show on KTRH Houston during the 1932 Presidential campaign and has been on the networks since July 7, 1935, first on NBC-Blue and, since 1939, on CBS. Standard Brands, show's first network sponsor, kept the program for two months, when sponsorship changed to Centaur Co. Division of Sterling Drugs for Molle Shaving Cream. In October 1938 sponsorship switched to Penn Tobacco Co., Wilkes-Barre, for Kentucky Club Pipe Tobacco. Since August 1941 Emerson Drug Co., Baltimore, has sponsored the program for Bromo-Seltzer on CBS. It features Parks Johnson and Warren Hull.

Pre-Kyser Shows

Mr. Johnston said *Vox Pop's* military originations before the date announced as Kay Kyser's first were for U. S. Merchant Marine, New London, Conn., aboard *Empire State* July 4, 1940; Fort Jay, Governors Island, N. Y., Sept. 19, 1940; Patterson Field, O., Nov. 7, 1940; Camp Borden, Canadian troops, Barrie, Ont., Nov. 28, 1940; Camp Edwards, Mass., Dec. 5, 1940; Ft. Dix, N. J., Dec. 19, 1940; Ft. Slocum, New York City, Dec. 26, 1940; Quantico, Va., Jan. 2, 1941; Mitchell Field, N. Y., Jan. 9, 1941; Naval Academy, Annapolis, Md., Jan. 23, 1941; aboard *U.S.S. Seattle*, troop ship, Brooklyn, Feb. 6, 1941; El Morro Fortress, San Juan, P. R., Feb. 20, 1941.

Text of Mr. Johnston's letter dated Dec. 20, follows:

EDITOR BROADCASTING:

I have never been one to pay much attention to "Famous Firsts", but I do believe in giving credit where credit is due.

The current issue of your very excellent publication carries an item on page 48 stating: "Kay Kyser's *Kollege of Musical Knowledge* on NBC was first full program to be broadcast from an American military base during the period of World War II, the National Archives of the U. S. government has announced. Transcription of first broadcast on Feb. 26, 1941, from the Marine base at San Diego, Cal., has been requested by Archives for posterity."

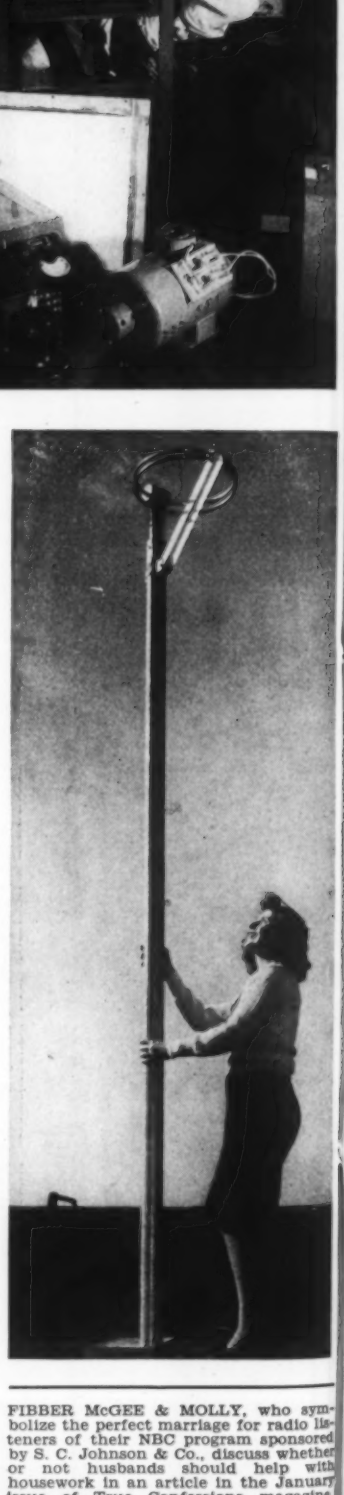
As a matter of record, our *Vox Pop* Program for Bromo-Seltzer had broadcast 12 full programs from military bases before the published date of Kay Kyser's first military base program. I honestly believe that Parks Johnson and Warren Hull were the first broadcasters to recognize the need for entertainment in army installations. They did their first broadcast in July of 1940, for the U. S. Merchant Marine aboard their training ship at New London, Conn.

I am attaching a list of the 12 military originations made by *Vox Pop* prior to the first Kay Kyser date.

It is not my intention that this letter shall detract in any way from the wonderful war job done by Mr. Kyser who has certainly contributed as much, if not more, than any other American radio star, but I do believe that the record should be set straight.

Under separate cover we are sending a transcription of the July 4, 1940, *Vox Pop* show to the National Archives in Washington, so that they may correct their records.

THE SLEEPY HOLLOW GANG stars of Hayloft Hoedown, WFIL Philadelphia, were guests of honor at the launching of the U. S. S. Mispillion at the Philadelphia Navy Yard Dec. 29.



READYING EQUIPMENT for first Stratovision flight test are Westinghouse Engineers A. A. Nims (l) and C. Howard Jones. Glenn L. Martin Co., working with Westinghouse, plans series of flights early this year, said Walter Evans, Westinghouse vice president in charge of radio and television. At right, Betty Ann Nolan inspects antenna, to be hinged to under side of plane, lowered to vertical position, loops down, after takeoff.

FIBBER McGEE & MOLLY, who symbolize the perfect marriage for radio listeners of their NBC program sponsored by S. C. Johnson & Co., discuss whether or not husbands should help with housework in an article in the January issue of True Confessions magazine, published by Fawcett Publications Inc., New York.

FCC Seeks to Shorten TV Hearings

Porter Proposes 2-Hour Limit on Testimony Of Applicants

TO SPEED UP processing of television applications, the FCC will attempt a sharp streamlining of testimony on consolidated hearing cases.

At an informal meeting Dec. 29 with counsel for all eight applicants for video stations in Washington, FCC Chairman Paul A. Porter proposed as a "target" a two-hour limitation on testimony to be taken on each application when the hearings begin Jan. 21. The Commission originally set aside eight days for the proceedings but if the two-hour proposal is adhered to all the applicants may be heard in five days.

As the Washington proceedings are the first to be scheduled on television, it is generally accepted that the procedure to be invoked will set the pattern for subsequent hearings. Applications for stations in 14 cities exceed the availability of frequencies and hearings will therefore be necessary on the majority of requests for service.

Attorneys Polled

Chairman Porter, it was learned, suggested the two-hour limitation after polling attorneys for applicants on the time each would require for presenting his case. Stressing the need for boiling down the volume of testimony and avoiding needless repetition, he secured agreement of the group to (1) concede legal qualifications and (2) submit as exhibits data on financial requirements.

The procedure to be adopted will thus concern itself mainly with technical qualifications, engineering examination, and program plans. Chairman Porter is hopeful that direct testimony on these points can be covered in 1½ hours, with one-half hour allowed for cross examination. Applicants will be asked to confine themselves to such a schedule when the hearings get under way.

No Coonskin Cap Parades

Chairman Porter is understood to have told the group he would permit no "coonskin cap" parading of witnesses in behalf of television pioneers to take up valuable time at the hearings. Neither will he allow repetition of testimony already put into the record, he emphasized.

Attorneys estimated they would have a total of 35 witnesses to present, requiring a minimum of 22 hours for direct testimony. Chairman Porter advised that cross examination of the witnesses would be held to the bone. It is planned to have the hearings begin at 10 a.m. and continue to 12:30 p.m., resuming at 2 p.m. and closing at 5 p.m.

Attorneys attending the conference were generally favorable to the proposal, agreeing that a screening of testimony would be mutually advantageous. The heavy schedule of hearings before the Commission is taxing the facilities of many radio law firms as well as the FCC engineering and legal staffs, it was said.

Excellent Opportunity

The Washington hearings, it was felt, should provide excellent opportunity for streamlining of testimony since all the applicants are well known to the Commission and have had experience in standard broadcasting or experimental television operation. All are represented by counsel long familiar with FCC proceedings.

Attending the conference were Louis G. Caldwell and Reed Rollo, for Philco Radio & Television Corp.; Paul Segal and Dave Tolman of Segal, Smith & Hennessey, for Scripps-Howard Radio Inc.; Ted Pierson of Pierson & Ball, for Capital Broadcasting Co. (WWDC); Duke M. Patrick, Karl A. Smith and Lester Cohen of Hogan & Hartson, for Evening Star Broadcasting Co. (WMAL); Frank Scott for Bamberger Broadcasting Co.; Gustav B. Margraf and Charles F. Detmar Jr. for NBC; Herbert Bingham and Robert M. Booth Jr. for Marcus Loew Booking Agency; William A. Roberts for Allen B. Du Mont Labs. Inc.

FM Controversy

(*Continued from page 15*)

tition said, "we now can state that FM in the 50 mc band has two and one-half times the area coverage that the 100 mc band makes possible, which means that from metropolitan stations operating in the 100 mc band, only residents of city areas will be able to hear FM programs, and the farmers, the residents of rural areas, and even residents of suburban areas will be deprived of this static free service.

"To illustrate: If a station were operating with a given power and antenna height at a coverage of 31,000 square miles at 50 mc, the same power and the same antenna height would serve only 13,000 square miles at 100 mc."

Norton Theory

Referring to the testimony of K. A. Norton, the propagation expert whose studies showed that the higher band would provide greater rural coverage, the petition said: "Our tests at Deerfield and your tests at Andalusia have definitely proven Mr. Norton's theory to be unsound in practice."

The Norton theory, the petition continued, "also indicated that *more* interference could be expected on the former frequency of 50 mc than on the new one. The Deerfield and Andalusia tests show that in rural areas, the signal will be *totally absent* because of fading on the 100 mc band for a far greater period than interference was ever indicated would occur on the 50 mc band."

It declared that both the Zenith and FCC tests establish the same facts.

The petition declared that farmers and residents of rural areas, comprising 40% of the U. S. population, and suburban residents will suffer if FM is confined to the 100 mc band. "Not only will they be unable to receive FM programs," it stated, "but many of them will be placed in the position of having to pay for FM receivers even though they are useless to them because nearly all receivers retailing for $50 and up will contain FM. . . ."

In view of the results of the Deerfield and Andalusia tests, the petition expressed confidence that the Commission will reconsider its action "and whether or not it permanently allocates the 100 mc frequency to FM, it will not take the 50 mc frequency from it."

It suggested that the 100 mc band be retained for city service and that licenses for city stations be issued on both the 100 mc and 50 mc bands, thus providing satisfactory reception for city and rural dwellers. As an alternative, it recommended that the 100 mc band be retained for strictly city service and the 48-68 mc band be allotted for wide coverage of both city and rural areas.

As a third possible solution, the petition proposed that the Commission reassign to FM the original 42-50 mc band. While this assignment will not be entirely adequate, it explained, it will provide 40 additional channels, help relieve congestion, supply country as well as city coverage, and later on, as the temporary assignments are moved from the 50 to 68 mc area, the additional assignment may be made to FM in this section of the spectrum.

Deerfield Tests Cited

A separate report by C. W. Carnahan of the Zenith Research Dept., included in the petition, cited the results of the propagation tests at Deerfield. It showed that the FM signal on 91 mc is about one-half and the signal on 45.5 mc about double the theoretical predictions of Mr. Norton. Using the FCC suggested methods of analyzation, it said, the lower band signal averaged conservatively over 3½ times the average signal of the higher band.

"The tests show," said the report, "that if the relocation of FM frequencies was for the purpose of eliminating interference the reallocation has failed due to the greater variation and fading in the 100 mc band. Listeners will be deprived of signals for a far greater percentage of time on the 100 mc band than they would have interference on the 50 mc band.

"The FM service on the 100 mc band has been crippled and will remain so unless and until an allocation study in the vicinity of 50 mc is made. Rural coverage on the 100 mc band is greatly decreased over that obtained by the 50 mc band.

"The tests indicate that we have much to learn about propagation and service in the 100 mc band, and the construction of a public broadcasting service in this band at this time can only proceed on the insecure foundation of incomplete knowledge and lack of experience. We believe that the public interest can only be served by assigning in addition to the 100 mc band, additional frequencies for FM in the vicinity of 50 mc."

N. Y. C. WU STRIKE SET FOR TUESDAY

PLANNED strike of some 50,000 Western Union telegraph operators across the nation, set for today (Monday), was "all off" Friday, but plans for a walkout of approximately 7,000 operators in New York City on Tuesday still stood.

NBC, which usually sends such information by telegram, was ready to start two closed-circuit broadcasts a day to notify affiliated stations of cues and timing signals for programs in which local station operations must be coordinated with those of the network. Other networks already use their own facilities for such intra-mural communications.

President W. L. Allen of the AFL Commercial Telegraphers Union said last Friday that the proposed strike of 50,000 AFL-member operators outside New York was "definitely off." He discounted reports that the operators might walk out in support of Western Electric Co. strikers, asserting "we are not involved in that." The telegraphers' general committee had recommended that its locals abandon strike plans and accept a WLB decision for wage increases said to average 12 cents an hour.

But spokesmen of the CIO American Communications Assn., who said the union represents Western Union operators in New York City, stood fast to plans for a strike there beginning at 11 a.m. Tuesday. They said their union had refused a "hit-and-run decision" issued by WLB just before it went out of existence Dec. 31, giving them "much less' than they had demanded.

General Mills Replaces

GENERAL MILLS, Minneapolis (Softasilk Cake Flour), Jan. 14 replaces *Hymns of All Churches* with *Masquerade* over NBC 2:45-3 p.m. Monday through Friday. Show occupies last quarter-hour of one-hour package of four serials aired by General Mills from Chicago. Agency is Dancer, Fitzgerald & Sample, Chicago.

Station Grants

(*Continued from page 18*)

Dorrance D. Roderick to dismiss his application for a standard station in Odessa, Tex., substitute the application of Southwestern Broadcasting Corp., and consolidate the substituted application with proceedings scheduled in Dallas Jan. 21-24, involving applications of Permian Basin Broadcasting Co., Odessa Broadcasting Co. and Ecter County Broadcasting Co. was granted.

Following are last week's construction permits:

Standard Broadcast

State Gazette Broadcasting Co., Dyersburg, Tenn. 1450 kc, 250 w, u.

Boulder City Broadcasting Co., Ely, Nev., 1230 kc, 250 w, u.

Kennebec Broadcasting Co., Waterville, Maine, 1490 kc, 250 w, u.

Alfred H. Temple, et al, d/b as Deep South Radioways, Lake City, Fla., 1340 kc, 250 w, u.

Robeson Broadcasting Corp., Lumberton, N. C., 1340 kc, 250 w, u.

General Newspapers Inc., Wilmington, N. C., 1340 kc, 250 w, u.

Clyde B. Austin, et al, d/b as Greenville Broadcasting Co., Greenville, Tenn., 1340 kc, 250 w, u.

Richard M. Arnold, et al, d/b as Community Broadcasting Co., Asheville, N. C., 1340 kc, 250 w, u.

Concord Broadcasting Corp., Concord, N. H., 1490 kc, 250 w, u.

Hartsville Broadcasting Co., Hartsville, S. C., 1450 kc, 250 w, u.

Syndicate Theatres Inc., Columbus, Ind., and Universal Broadcasting Co., Inc., Indianapolis, designated for consolidated hearing application of Syndicate Theatres Inc., for construction permit for a new standard station at Columbus to be operated on 1130 kc, 500 w, daytime only (B4-P-4179), and application of the Universal Broadcasting Co., Inc., for construction permit for a new station at Indianapolis to be operated on 1130 kc, 10 kw, unlimited time (B4-P-4184).

WAR-BORN idea at WRVA Richmond is this console housing three turntables. Each has its own preamplifier, booster amplifier, fader and switching facilities, so that three programs can be fed through three different channels simultaneously. Cecil Spicer, master control room operator, sets up a transcription, while Mary Ziyacz, his assistant, checks the log.

Incentive Pay Is Favored for Salesmen At Small Market Stations, NAB Finds

INCENTIVE pay plan is preferred by a majority of small market stations (under 5000 w in communities of less than 50,000), according to results of a survey completed by J. Allen Brown, NAB assistant director of broadcast advertising. The survey is the first of a series of projects designed to assist small market stations.

Of the stations surveyed, including all 17 NAB districts, 40% pay salary and commission, 33% straight salary, 20% straight commission, 7% drawing account.

Long-established stations show a preference for the straight salary plan. In many cases stations not yet out of the growing-pain stage find the salary plan is not suitable. Average age of stations using straight salaries is 15½ years.

Combination Popular

Stations preferring salary and commission have been in operation an average of nine years, it is shown. Some that formerly used straight commission have switched to the combination basis, which offers incentive and still gives management control over salesmen that is not always possible under straight commission.

Small market stations using straight commission have been in operation an average of eight years. They contend they get better results by paying salesmen according to the business they get, some arguing that salesmen spend more time and effort developing accounts and servicing them.

Only a small percentage of stations use the drawing account method, with average operating age five years. On behalf of the plan it is claimed the salesman knows that as his business improves his amount will be increased yet it is not necessary to figure actual commissions every week.

Survey results will be presented to NAB district meetings, which start Jan. 7 in Los Angeles, by Frank E. Pellegrin, NAB director of broadcast advertising. Starting later in the month is a nationwide small market management study to be conducted in all NAB districts by Arthur C. Stringer, NAB director of miscellaneous activities.

Maizlish Is Father

HARRY MAIZLISH, manager of KFWB Hollywood, is father of a boy born Dec. 31.

ABC Reviews 1945 Program Record

Year's Time 37.7% Sponsored And 62.3% Sustaining

RECORD of its programming in 1945 was reported last week by ABC. Of a total of 6,026 hours of network broadcasting 37.7% was sponsored, 62.3% sustaining.

The network devoted 35.8% of its air time to public service, 64.2% to entertainment without direct regard for enlightenment. ABC's report further broke down the lengths of air time spent on various types of program. Twenty-eight of every 100 hours of broadcasting consisted of music of all types. News programs including special events were second to music. Variety shows were third, and dramatic programs fourth.

Of the total 6,026 broadcasting hours, 378 were for children's programs (including dramatic serials like Jack Armstrong), about the same time was given to quiz programs, 361 hours were devoted to public discussions and forums, 135 hours were given to religious programs, and nearly 100 hours were for sports.

Report stated that although the number of ABC stations increased only from 194 to 196, the quality of their markets and coverage showed "important gains."

During 1945 ABC carried on "constant" television program research, particularly in the technique of adapting programs now on AM to the new medium. ABC's position was made known a fortnight ago by Mark Woods, president [BROADCASTING, Dec. 31], who said ABC has urged all local and regional affiliates to apply for FM and be active in its development.

PORTER FORECASTS FM, TV ADVANCES

TELEVISION and FM will become "thrilling realities" for radio listeners in 1946, FCC Chairman Paul A. Porter predicted last Tuesday in a New Year's night address on the ABC network. He said he expected to see the number of FM stations, which is now about 50, "at least tripled or quadrupled" during the next 12 months. The next year should also see thousands of additional Americans enjoying television, he said.

Chairman Porter forecast that the complex problems facing the country will cause Americans to turn increasingly to their radios in 1946 for information which will help them in fulfilling their responsibilities as citizens of the nation and the world. Because of the necessity for us to participate intelligently in the democratic solution of national and world problems, and because of the technical developments just ahead," he said, "radio broadcasting could play a more important part in our lives during this new year of 1946 than ever before."

CHSJ

Saint John, N. B., Canada

SOON TO BE
INCREASED TO

5000 WATTS

SERVING THE MARITIMES
RICHEST MARKET

Announcing the Appointment of
ADAM J. YOUNG Jr., Inc.
United States Representatives

Represented in Canada by
HORACE N. STOVIN AND COMPANY

OGLING Eddie Cantor (1) and Lee Bristol, vice president of Bristol-Myers, sponsor of the Cantor show, seem happy with progress of their conversations for renewal of program on NBC for 1946-47.

BING CROSBY SUED BY KRAFT FOODS CO.

KRAFT FOODS Co. on Jan. 3 filed suit for declaratory judgment and injunction in the New York Supreme Court, New York County, against Bing Crosby. Complaint alleges that Mr. Crosby has refused to continue his appearances on its radio show, *Kraft Music Hall*, Thursday 9-9:30 p.m. on NBC, contrary to agreement with the company.

Complaint also maintains that if defendant should appear on any commercial or sustaining radio program aside from *Kraft Music Hall* without obtaining consent of Kraft or J. Walter Thompson Co. (advertising agency) such action would be a violation of said contract. Mr. Crosby has 20 days in which to file an answer to the suit.

John H. Kraft, president of Kraft Foods Co., said last Thursday, "The contract originating in 1937 provided for Bing's radio services during that year with options to Kraft to renew the contract each year into 1950. We have exercised these options to date and have notified Bing of our exercise of the option for 1946. However, Bing claims that there is no longer any agreement enforceable against him and Kraft has filed this suit in order that the court can determine whether these contracts are still binding and enforceable."

Wave Data at IRE

RESULTS of actual measurements of signals in the 50-100 mc region over various distances will be presented to the Washington Section, Institute of Radio Engineers, at its monthly meeting Jan. 14, by Edward W. Allen Jr., assistant chief, Technical Information Division, FCC, and C. W. Carnahan, research staff member, Zenith Radio Corp., Chicago. Zenith has contended FM signals in the 100 mc area are much weaker than those in the 50 mc band. Meeting will be held at Potomac Electric Power Co. Auditorium, 10 & E, N.W., Washington.

Marks Quits FCC For Law Practice

Entering Private Radio Work In Partnership With Cohn

LEONARD MARKS has resigned from the FCC effective today (Monday) as assistant to the general counsel to enter into partnership with Marcus Cohn, also formerly with the FCC, in the practice of radio law. Their offices will be in the Evans Bldg., 1420 New York Avenue, N.W., Washington.

Mr. Marks

Mr. Marks will have as one of his principal clients a large company entering the field of television and will also represent a number of standard broadcast clients. Mr. Cohn has been representing the International Ladies Garment Workers Union which has applied for FM stations in New York, Philadelphia, Boston and Chattanooga.

Subject of a Respects sketch in the Dec. 17 issue of BROADCASTING, Mr. Marks has been with the Commission since February 1943 when he joined the Law Dept. as a senior attorney. He was made chief of the New Facilities Section in 1944 and last March became assistant to the general counsel, in which capacity he participated in the Avco-Crosley and other important transfer cases. He was born in Pittsburgh in 1916.

Mr. Cohn was chief of the Law Dept. field section, in charge of all field offices, when he left the Commission in September 1944 to enter radio law practice. He handled the WOKO Albany, N. Y. and WGST Atlanta, Ga. renewal cases, among others.

WSRR KEEPS PUBLIC APPRISED OF STRIKE

AS A CITYWIDE strike was called at noon last Thursday in sympathy with 3,000 strikers employed by the Yale & Towne Co., virtually tying up all utilities and business in Stamford, Conn., WSRR, Stamford's only station, kept its listeners apprised of the situation.

Shortly before noon the first of 10,000 AFL workers in Stamford began leaving their jobs. A mass meeting was held in Atlantic Square. WSRR, already having broadcast both sides of the controversy, had microphones set up in the Square. The station was not directly affected. WSRR now is on the air from 6:30 a.m. to midnight, featuring a heavy news schedule.

Harold H. Meyer, station general manager, told BROADCASTING that the station had been commended by both management and labor for its fairness in presenting the strike news.

NEW STUDIOS OPENED BY MUTUAL

Latest Design and Equipment Featured In Installations for MBS-WOR

LATEST studio design and equipment are featured in the three new studios opened by Mutual on the main floor of 1440 Broadway, New York, building housing the network headquarters as well as those of its New York station, WOR, which will use the new studios jointly with Mutual.

Built adjacent to each other, the studios are isolated by a 12-inch wall with an additional internal wall mounted on rubber and springs and separated from the main wall by rock wool blankets. Ceilings are hung on springs and the floors are floated on springs, preventing vibrations in the office building being transmitted into the studios. Double-doored sound locks separate the studios from the main hall.

Walls of non-parallel surfaces greatly reduce any tendency to resonate, producing tones of equal clarity and loudness throughout the studio. Studio walls are also equipped with bumpers mounted on heavy springs along the baseboards to prevent pianos and sound effects apparatus from bumping against the walls. Multiple outlets permit the use of up to 16 microphones in each studio simultaneously.

Each studio is approximately 25 by 40 feet and each has a 15-foot glass panel between studio and its control room, affording full vision for production men and engineers of the entire studio area. Control desks include facilities for bringing in remote pickups without disturbing what is going on in the studio, as well as for handling programs of double origination points, such as *Quiz of Two Cities*, broadcast from New York and Chicago.

Production desks apparatus includes a time clock, regular clock, talk-back system, air signal, earphones to listen to two-way broadcasts and equipment enabling the producer to talk to the originating point through a relay transmitter.

Studios are reached through the main lobby of the building. Entrance room has housephones for both Mutual and WOR, a concealed loud speaker for the program being broadcast, and the usual reception and information desk. A special storeroom for sound effects and other equipment has been built.

Koenigh Appoints

HARRY D. KOENIGH Inc., New York (Martha Washington Cosmetics), has appointed Cayton Inc., New York, to handle its advertising. Firm plans to use radio.

KOFFEE KORNER . . . a stimulating waker-upper that's pushing the top rating for morning shows in Cleveland. Conducted by Fred Briggs . . . KOFFEE KORNER has personality with a punch . . . his (off the cuff) remarks punctuated by (on the beam) music offers advertisers twenty-five minutes of entertaining sell . . . from 8:05 to 8:30 Monday through Saturday. For complete details write WJW or your nearest Headley-Reed Co. office.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KFMB
Sells
SAN DIEGO

Everyone in San Diego is a neighbor of KFMB. Not one of the 373,000 persons in this highly concentrated market is more than 15 miles from our antenna.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

THERE'S NO MYSTERY TO THE SALES EFFECTIVENESS OF

WHBQ

Rising Hooper ratings prove this.
Does your product enjoy the advantages of WHBQ's broadcasting and merchandising facilities?

YOUR MUTUAL FRIEND
MEMPHIS, TENN.
WHBQ
BOB ALBURTY, GENERAL MGR.
Represented by RAMBEAU
NEW YORK CHICAGO HOLLYWOOD

Average Man Will Pay $150 for Television Set

THE AVERAGE American citizen believes that it will be at least five years before a quarter of all the homes in the nation own television sets and about 10 years before half of the homes have them, according to a poll conducted by Dr. George Gallup, director of the American Institute of Public Opinion.

The average man expects to pay approximately $150 for his first television set, the poll shows. This $150 set would be one that would be expected to give satisfactory service, and $150 is the price that the average citizen said he considers low enough to interest him in a set.

WBKB TV Forum Series Slated to Start Jan. 15

FIRST FORUM program on Chicago television begins Jan. 15 over WBKB when Monte Randall, whose *Chicago Speaks* forum is heard Saturdays 2:30-3 p.m. over WJJD Chicago, will introduce *Teletopics Forum.*

Program was offered two weeks ago as an experimental test over WBKB with the debating society of the U. of Chicago discussing "Should We Reveal the Secret of the Atomic Bomb?" Results were so successful, it was explained, that WBKB officials included the program when the station on Jan. 1 increased its television schedule to 11 hours. Mr. Randall will write and moderate the show, which is being considered for commercial sponsorship.

TO PUBLICIZE "Breakfast in Hollywood" program which it sponsors on ABC, Kellogg Co. has distributed to grocery stores 10,000 window posters calling attention to the program and to an article about it in February issue of American Magazine.

RECORDING blank division of Gould-Moody Co. has expanded its needle resharpening service department which aids users of professional recording equipment to get longer service from their cutting needles.

ALDEN PRODUCTS Co., Brockton, Mass., has announced that production will start this week on its new 12-pin television connector which includes same features as the 8-pin socket released by Alden a few months ago.

INTERESTING New Yorkers in all levels of society and professions will be interviewed each week on "Unusual People" program which starts on WNEW New York Jan. 8 as Tuesday evening feature, 9:15-9:30 p.m. Program will be conducted by Bill Berns. Three guests will appear each week.

MUSICAL variety program with Joe Gentile and Ralph Binge starts on Mutual network on Jan. 15 as weekly half-hour program "Open House Frolics," Tues. 4:30-5 p.m.

SOLENOID-OPERATED tube tapper for uniform control of force, angle and timing of blows on electron tube envelopes to detect shorts, R-F and audio noises and other faults due to tube structure has been developed by Sylvania Electric Products Inc., Emporium, Pa.

TO PUBLICIZE guest appearances of Ed Wynn, former "Fire Chief" on the "Texaco Star Theatre", Texas Co. Dec. 31 distributed fire chief helmets to radio editors.

LORALIE JEAN NEWKIRK, daughter of Van C. Newkirk, West Coast vice president of ABS, was married Jan. 3 to Lt. Mervyn Simpson, AAF.

VISUAL information for guidance of explosive-laden pilotless aircraft to impact upon selected targets was provided by equipment shown above with (l to r) Lt. Comdr. T. W. Chew and Lt. W. E. Thorp, both formerly with Don Lee television activities, and Lt. Comdr. L. R. Moffett, formerly with NBC television, who were connected with the design of video equipment for naval use. The two units on the table are cameras; the one at center is an Iconoscope, the one at extreme right an Image Orthicon. Two receiver units are stacked at left. Above them is a Monitor unit used primarily for testing but suitable for a second observation station.

Hooper Shows Radio Audience In Steady Gain Since V-J Day

AVAILABLE radio audience has persisted upward since shortly after V-J Day and is now a hairline above 1943, according to an analysis of the 1945 audience by C. E. Hooper, president of C. E. Hooper Inc. Showing the impact of victory on basic radio audience measurements, the analysis will be published in the 1946 BROADCASTING Yearbook, which goes to press late this month.

End of the war released two forces influencing the audience in opposite directions, according to Mr. Hooper. Size of the available audience was suppressed by removal of some travel restrictions, including gas and tires. It was enlarged by more powerful forces such as release of men from the service and elimination of night shifts, tending to put more people into the home.

Wartime High for Sets in Use

New wartime highs for sets in use were registered, along with record lows. The highs were in May, August and October. Lows were in March, June and November. Steady rise of sets in use at the close of the year, says Mr. Hooper, gives promise that with more receiving sets on the market, the index may climb substantially above the past two years.

The available evening audience climbed phenomenally from a low in August to a point well above the previous two years, Mr. Hooper's analysis shows and the position has been held consistently with the year closing strong.

Daytime sets-in-use index has been above previous years since midsummer, October and November showing figures above those recorded for the months in other war years. The upward trend was solidly continued at the end of the year.

V-E Day and V-J Day brought the highest listening peaks since declaration of war Dec. 8, 1941, the Hooper study shows. Figure for both was 63.1%. D-Day figure in 1944 was 53% and on election night that year was 56.6%.

The 63.1% peak on V-E Day came at the time of President Truman's announcement of unconditional surrender of Germany. Listening declined to 22.8% in mid-afternoon. Evening listening was abnormally high for that time of year, averaging 33.9%.

V-J Day climax came at 7 p.m. after a high daytime average, and after the official announcement declined sharply as celebrating got under way.

Analyzing program preferences in December 1945 as against the same month a year ago the Hooper analyses show the following:

December 1945 Evening Ratings

1.	Bob Hope	34.0
2.	Fibber McGee and Molly	28.3
3.	Red Skelton	24.8
4.	Charlie McCarthy	24.7
5.	Jack Benny	24.4
6.	Screen Guild Players	24.2
7.	Radio Theatre	22.8
8.	Walter Winchell	22.0
9.	Mr. District Attorney	21.8
10.	Fred Allen	21.5
11.	Eddie Cantor	19.9
12.	Take It or Leave It	19.0
13.	Truth or Consequences	18.7
14.	Abbott and Costello	18.5
15.	Amos 'n' Andy	18.4

December 1944 Evening Ratings

1.	Bob Hope	34.3
2.	Fibber McGee and Molly	29.3
3.	Bing Crosby	25.2
4.	Charlie McCarthy	24.9
5.	Joan Davis-Jack Haley	23.7
6.	Walter Winchell	23.0
7.	Radio Theatre	21.3
8.	Abbott and Costello	21.2
9.	Mr. District Attorney	21.0
10.	Eddie Cantor	20.7
11.	Jack Benny	20.5
12.	Screen Guild Players	19.6
13.	Hildegarde*	19.4
14.	Kay Kyser	18.5
15.	Your Hit Parade	17.4

*Computed

December 1945 Weekly Daytime Ratings

When A Girl Marries	8.6
Portia Faces Life	8.5
Ma Perkins (CBS)	7.9
Breakfast in Hollywood (Kellogg)	7.8
Romance of Helen Trent	7.8
Pepper Young's Family	7.7
Young Widder Brown	7.7
Breakfast in Hollywood (P and G)	7.7
Our Gal Sunday	7.6
Stella Dallas	7.3
Big Sister	7.3
Available Audience	78.4
Sets-In-Use	17.8

December 1944 Weekly Daytime Ratings

1. When a Girl Marries	8.4
2. Aunt Jenny	7.8
3. Life Can Be Beautiful	7.8
4. Ma Perkins (CBS)	7.8
5. Romance of Helen Trent	7.7
6. Kate Smith Speaks	7.7
7. Big Sister	7.6
8. Portia Faces Life	7.5
9. Stella Dallas	7.4
10. Young Widder Brown	7.3

Tincher Honored

MAJ. ROBERT R. TINCHER, who returned to WNAX Yankton, S. D. as general manager Dec. 1, has been awarded a citation for the Bronze Star. In handling Military Government problems, the citation asserted, he "devised and vigorously supervised a plan whereby the troops upon entering a town could with a minimum loss of time and effort put into effect all orders of the higher command pertaining to the governing of the German people." Through his efforts, the citation continued, "approximately 30,000 displaced persons were established in camps, housed, fed and eventually repatriated, with smoothness and without incident." Maj. Tincher served four and a half years in the Army.

Blake Gets Award

RANDY BLAKE, program director of WJJD Chicago, became the first Chicago radio man to receive the War Dept.'s highest civilian award, "Testimonial of Appreciation" Thursday, for his part in promoting recruiting and other war agency campaigns during the war years. Presented in the offices of Art Harre, general manager of WJJD, by Col. I. Sewell Morris, commanding officer, 6th Transportation Zone, the award was signed by Secretary of War Patterson and Gen. Brehon B. Somervell. Mr. Blake had supervised production of numerous transcriptions for the Army and Navy which were used by over 30 stations.

AMP Contracts

ASSOCIATED MUSIC PUBLISHERS has completed licensing agreements with KOTA Rapid City, S. D., and WKMO Kokomo, Ind. Agreements have been extended for additional periods with following stations: KALE KATE KBND KFFA KFJI KFRE KFSD KFXJ KFYR KGCU KGGF KMA KMYC KOIN KOL KPAC KROY KSL KSTP WBIR WCAU WCBS WCMI WCOS WEIM WGH WGN WHAM WHBC WIBW WLAP WMOB WNAX WOPI WSGN WSIX WTAR WTMJ WTSP WWJ WGBS.

Video 'Trials'

NEW CBS television program "You Be the Judge" started on network's video station WCBW New York Jan. 4 in Fri. 8:40-9 p.m. period. Program features famous lawsuits of past years which are re-enacted in a court-room setting. Three judges selected from audience preside over each trial. The judge who most closely approximates court's decision in original case receives $25 Victory Bond.

NAB District Meetings

16th District (S. Cal., Ariz., N. M.) Roosevelt Hotel, Hollywood, Jan. 7-8.
15th District (N. Cal., Nevada, Hawaii), Fairmont Hotel, San Francisco, Jan. 10-11.
17th District (Wash., Ore., Alaska), Hotel Olympic, Seattle, Jan. 14-15.
10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.
14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.
6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

Tentatively Scheduled

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Niccolet, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part), March 25-26 (no site selected).
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., Va., W. Va., N. C., S. C.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
Others to be held in April.

Sgt. Kaner To Write

SGT. WALTER KANER, former director of publicity and special events of WLIB and WWRL New York, and at present announcer on the 18 - station AFRS network in Japan and Korea, has been named by *Stars and Stripes*, Pacific edition, to conduct a weekly column of entertainment doings entitled "Broadway to Hollywood." Column appears in Sunday edition of the Army newspaper which has a circulation of 150,000.

Sgt. Kaner

'Haw Haw' Hanged

WILLIAM JOYCE, who as "Lord Haw Haw" used the radio from Nazi Germany during the war against his former country—Great Britain—was hanged last Thursday morning at Wandsworth prison, London, following his conviction of treason. Joyce pleaded that he was an American citizen and therefore committed no treason against Britain.

McGillvra Expands

STUART M. KELLY, three and a half year Pacific veteran released from the Army as lieutenant, has been added to the New York sales staff of Joseph Hershey McGillvra Inc., station representative. He previously had been in automobile and furniture sales. Walter Beadell, senior salesman for McGillvra western division before Navy service, has rejoined firm assigned to expanded Chicago office of which Willie Kissick is manager. Also continuing in present post at Chicago is William Sauerstrom.

Home Is Found

WITHIN five minutes after first program of new WAAB Worcester, Mass., series "A Place to Live" was broadcast Dec. 30, home for a young Navy veteran and his family was offered by a listener who heard interview. Program is aired in cooperation with housing division of Worcester Veterans Service Dept.

Philip Morris Shifts

PHILIP MORRIS Co., New York, is changing format of two of its radio shows. On Feb. 1 *Abe Burrows* replaces *It Pays To Be Ignorant*, Fri. 9-9:30 p.m. on CBS, and on Jan. 22 *Starring Johnny Desmond* with Herb Shriner, Margaret Whiting and Jerry Grey's Orchestra, succeeds the Barry Wood program, Tues. 8-8:30 p.m. on NBC. Biow Co., New York, is handling both shows.

McCartney Resigns

HUGH McCARTNEY, chief engineer of WCCO Minneapolis, resigned Jan. 1 to enter business for himself in Home Owners Service, specializing in construction, repairs and modernizing. He has been associated with WCCO, CBS owned and operated station, for 21 years. J. J. Beloungy, who during the war was acting chief engineer of the CBS Central Division and before that chief engineer of WBT Charlotte, succeeded Mr. McCartney as WCCO chief engineer, Station Manager A. E. Joscelyn announced. Mr. McCartney, chairman of the 11th District engineering section of National Assn. of Broadcasters and 1944 chairman of Twin Cities Institute of Radio Engineers, joined WCCO as transmitter supervisor in 1924 and became chief engineer in 1925.

Mitchell To Speak

DON G. MITCHELL, vice president of Sylvania Electric Products, New York, speaks Jan. 7 before the advertising and selling course conducted by the Advertising Club of New York. Topic is "Advertising and Selling—The Biggest Job Ahead."

Two New on WRGB

TWO NEW ABC television programs start this week on General Electric Co.'s WRGB Schenectady. "Play the Game" starts Jan. 9 presenting Willard Mullin, sports cartoonist of New York World-Telegram, who will sketch cartoons for experts to identify. Program will be presented each Wednesday for a month. Second program is "Topsy - Turvy," comedy show starting Jan. 11 as weekly Friday broadcast.

Industrial New England
...a GREAT Market
for SALES

WLAW, Lawrence, Mass., serves New England's 3rd Largest Concentrated Audience.

Annual retail sales in the WLAW primary area approximate $650,000,000!

WLAW covers a lucrative area of nearly two million listeners.

5000 WATTS 680 K.C.

Basic Station
American Broadcasting Co.

WLAW

NATIONAL REPRESENTATIVES:
WEED & CO.

BALTIMORE'S
Listening Habit
WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President* GEORGE H. ROEDER, *General Manager*
FREE & PETERS, Inc.
Exclusive National Representatives

Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our clients message in the El Paso Southwest. They are getting results — and How!
Joe
CBS KROD
600 KC
EL PASO, TEXAS

Covering
Ohio's 3rd Market
At less cost with WFMJ—American Network
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

COME AND GET IT says... MR. REDDY CASH
"Hit Oil!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.
*Affiliated American and Mutual Networks.

KFRO
LONGVIEW, TEX
VOICE OF EAST TEXAS

Two-Thirds Belong, BMB Tells NAB

Success of First Survey of Nation Is Now Assured

WITH signing of NBC as a full-fledged member, Broadcast Measurement Bureau announced Friday that it wound up its first year with a subscriber membership of two-thirds of the nation's commercial stations as well as three of the major national networks. CBS and American previously had joined.

Announcement was made to the NAB Board of Directors, meeting in Los Angeles, by J. Harold Ryan, chairman of the BMB Board of Directors and vice president of Fort Industry Co. Mr. Ryan, also a member of the NAB board, had championed BMB as radio's counterpart of the Audit Bureau of Circulation in the newspaper field, during his tenure as NAB president from mid-1944 through last fall.

Mr. Ryan, in his first annual report to the board, pointed out that 602 stations now are BMB subscribers. Word had been expected momentarily of the signing of Mutual bringing the four old-established networks into the fold.

First Survey Assured

Hugh Feltis, BMB president, also present at the Los Angeles sessions, said the subscriptions already paid and pledged "assure the success of the bureau's first survey to be undertaken this spring". He made a plea for the "unanimous support" of all stations. "We are most pleased," Mr. Ryan said, "to be able to report that the entire operation of this first nation-wide study of the radio families served by each broadcasting station in the U. S. is right on schedule.

"We are most appreciative of the leadership and support that the members of the Association of National Advertisers and the American Association of Advertising Agencies have given us. They have been most generous with their time and efforts during this first year of organization and planning. The broadcasting industry has sensed the opportunity of presenting a united front and a standard audited method of basic measurement to its clients so that this medium may continue to progress and develop.

"Speaking for the board of BMB I would like to thank all those who have made our progress possible to date, and assure the industry that we welcome their continued support and suggestions. We know that in any process of standardization there will be areas in which some of the supporters must give and take, in the interest of the common advancement. We all look forward to the refinements and higher standards which will develop within the measurement as it grows in use and experience."

Mr. Feltis said the endorsement of BMB by the majority of all stations and major networks added to the value of the BMB measurements already expressed by leading advertisers and agencies. He expressed the hope that many stations will affiliate with the bureau during the NAB district meetings scheduled during the next few months.

Lee Hart, Joske Radio Clinic Director, Heads NAB's Retail Advertising Section

MISS LEE HART, radio director of Joske Bros. Co., San Antonio department store which has completed a clinical test of radio advertising, on Jan. 19 joins NAB as assistant director of broadcast advertising. She will direct the Retail Advertising Section under Frank E. Pellegrin, director of broadcast advertising.

Miss Hart

"For several months she will devote full time and give first priority to writing and publishing the various reports on the Joske test," Mr. Pellegrin said. "This clinical test, an outgrowth of the NAB's Retail Promotion Plan, has aroused wide interest in broadcasting and retailing circles, and the reports are eagerly awaited. When this work is completed she will be available to help conduct further studies and to assist NAB member stations and retailers in retail advertising problems.

"Because of her outstanding record at Joske's during the past year, plus her previous experience in radio and retailing, we believe we are obtaining the services of one of the best qualified persons in the country in this specialized field."

Directed Joske Ads

Last year Miss Hart directed the Joske's radio advertising staff, having been selected by NAB. The store is the largest in Texas and one of the country's leading retail establishments. She has worked closely with store executives and the five San Antonio stations in what Mr. Pellegrin says is the broadest and most intensive use of radio advertising in the history of retailing. Store and station executives alike have praised her work.

Miss Hart holds the BS degree from Northwestern U. School of Speech, and studied at Ohio State School of Journalism. Her mother was a well-known dress manufacturer, and an early radio sponsor. Miss Hart entered retailing in the early 30s as representative for a dress manufacturer and did extensive modeling. She served as commentator at fashion shows and acted in Chicago serials. In 1935 she joined WOWO-WGL Fort Wayne, becoming women's program director specializing in retail accounts.

Addition of Miss Hart completes the three-section setup for the expanded NAB Dept. of Broadcast Advertising. J. Allen Brown, former manager of WFOY St. Augustine, Fla., is in charge of the Small Market Stations Section and Hugh M. Higgins, recently out of the Army, is in charge of the Sales Promotion Section.

Hill Appointed

JOE HILL, for several years a director and producer at Young & Rubicam, New York, has joined Kastor, Farrell, Chesley, Clifford as radio director of New York office. James H. Wright, agency vice president, continues in charge of radio for the agency's Hollywood office.

Frank Joins BMB

PHILIP F. FRANK, formerly with the business development department of ABC and previously public relations director of Associated Transport and copy chief of F. W. Prelle Co., has joined BMB in charge of subscriber service. He also will direct the bureau's educational activities concerning the use of its data by stations, advertisers and advertising agencies.

Brindley Promoted

RONALD BRINDLEY, manager of San Francisco office of Doremus & Co., has been elected vice president of the agency. He has been with company since 1930.

Kahn Rejoins Green

ADE KAHN, released from AAF after two and a half years, rejoins David E. Green Assoc., New York, as partner and has been named vice president.

Hon. C. M. Robertson, Jr., Pres.
The Ralph H. Jones Co.
Cincinnati

Dear Chip:

I just got a look at that beautiful plaque in the boss' office that the station won for promotin' the Kroger program, "Linda's First Love". We're all mighty proud of our promotion manager, Johnny Sinclair . . . comes in here fresh from the Navy and right away he wins some fine recognition for the station . . . but you know I kind'a like to think that all of us here at the station had a hand in that affair. We're just one big team from the boss down to little ole me, pullin' together for the good of everybody concerned. Well I gotta get back to my work now but if you need our help anytime again, just drop me a line and I'll see that you're taken care of.

Yrs.,
Algy

WCHS
Charleston, W. Va.

Young & Rubicam Tops CBS Billings

Procter & Gamble Heads Sponsor Placements During Year

TOP billings on CBS in 1945 again were placed by Young & Rubicam, an analysis of the network's business for the year shows. Y&R billings totaled $9,492,434 as against $7,966,037 in 1944 when the agency also ranked at the top. CBS 1945 billings totalled $65,724,851.

Second agency on the CBS list was Dancer - Fitzgerald - Sample with $6,495,750. In 1944 the agency ranked third with $6,033,399. Third place is held by Biow Co. with $4,976,900, which ranked fifth in 1944 with $4,057,915. Fourth on the CBS list is J. Walter Thompson Co. with $4,648,864 as against $7,091,514 in 1944 when it ranked second.

Top CBS advertiser in 1945 was Procter & Gamble Co., the analysis of sponsor billings shows, P&G placing $5,358,496 on the network compared to $4,348,795 in 1944 when the company was third among CBS clients. Second 1945 sponsor was Lever Brothers Co., $5,091,929, against $4,842,781 in 1944 when the company was second.

General Foods Corp. was third highest CBS advertiser in 1945 with $4,164,948. In 1944 General Foods was first at CBS with $5,537,409.

In fourth place last year was American Home Products Corp., $2,984,922, against $3,215,834 in 1944 when the sponsor also ranked fourth. General Electric Co. sharply boosted its CBS billings last year, $2,842,841, compared to $1,635,957 in 1944 when the company ranked eighth.

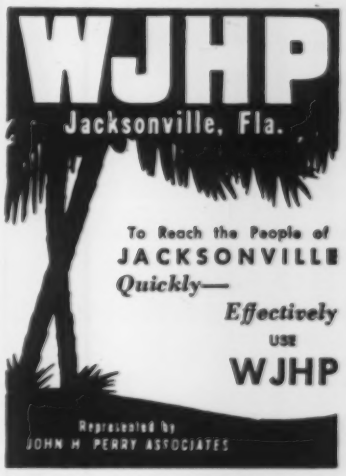
Other CBS sponsors billing more than a million dollars in 1945 were: Sterling Drug $2,275,351; William Wrigley Jr. Co. $2,057,578; Campbell Soup Co. $1,655,873; Eversharp Inc. $1,556,493; Philip Morris & Co. $1,417,715; Colgate-Palmolive-Peet Co. $1,392,157; Manhattan Soap Co. $1,374,486; General Mills $1,269,478; U. S. Rubber Co. $1,118,745; American Tobacco Co. $1,055,678.

ADVERTISING AGENCIES: CBS GROSS BILLINGS 1945

*Handled by more than one agency.

ABBOTT KIMBALL CO., INC.		
Colonial Dames, Inc.	$38,301	
I. Ginsberg, Inc.	4,875	
		$43,176
AITKIN-KYNETT CO.		
R. M. Hollingshead Corp.	7,845	7,845
AUBREY, MOORE & WALLACE, INC.		
O'Cedar Corp.	14,854	14,854
N. W. AYER & SONS, INC.		
Electric Companies Advertising Program	548,168	
United Drug Co.	613,032	
		1,161,200
BAKER ADVERTISING AGENCY, LTD.		
*General Foods Corp.—Postum	26,103	
Grapenuts & Grapenuts Flakes	19,587	
Maxwell House Coffee	816	
		46,506
TED BATES, INC.		
Continental Baking Co., Inc.	698,532	698,532
BATTEN, BARTON, DURSTINE & OSBORN, INC.		
Armstrong Cork Co.	385,246	
Continental Can Co.	588,274	
Cream of Wheat Corp.	321,351	
Cresta Blanca Wine Co.	374,421	
*General Electric Co.	10,366	
B. F. Goodrich Co.	687,387	
Lyon Van & Storage Co.	4,202	
M J B Co.	9,887	
Servel, Inc.	88,113	
*E. R. Squibb & Sons	205,651	
		2,674,898
BENTON & BOWLES, INC.		
*General Foods Corp.—Post's 40% Bran Flakes, Raisin Bran	309,655	
Post Toasties	476,893	
Maxwell House Coffee	265,266	
*Procter & Gamble Co.—Ivory Snow	119,977	
White Laundry Soap	80,246	
Prudential Insurance Co. of America	601,797	
		1,853,834
THE BIOW CO., INC.		
Eversharp, Inc.	1,556,493	
*Hunt Bros. Packing Co.	18,078	
Lady Esther, Ltd.	826,710	
Philip Morris & Co., Ltd., Inc.	1,417,715	
*Procter & Gamble Co.—Lava	441,366	
Teel	37,608	
Roma Wine Co.	525,882	
Schenley Laboratories, Inc.	153,048	
		4,976,900
W. EARL BOTHWELL ADVERTISING AGENCY		
*American Home Products Corp.—Duff's Ready-To-Bake Mixes	51,223	51,223
BRISACHER, VAN NORDEN & STAFF		
Peter Paul, Inc.	39,105	
S & W Fine Foods, Inc.	24,830	
		63,935
BROOKS ADVERTISING AGENCY		
Bekins Van & Storage Co.	39,156	39,156
BUCHANAN & CO., INC.		
Seal-Cote Co.	5,607	
*Texas Co.	798,841	
		804,448
BYRDE, RICHARD & POUND		
Comptone Co.	13,704	13,704
CAMPBELL-EWALD CO., INC.		
United States Rubber Co.	1,118,745	1,118,745
CECIL & PRESBREY, INC.		
Ronson Art Metal Works, Inc.	12,985	12,985
CLEMENTS CO., INC.		
Hudson Coal Co.	37,635	37,635
COCKFIELD, BROWN & CO.		
*Campbell Soup Co.	52,533	
*Chesebrough Mfg. Co.	2,112	
		54,645
COMPTON ADVERTISING INC.		
*Procter & Gamble Co.—Crisco	418,863	
Duz	537,864	
Ivory	1,041,050	
Ivory Flakes	196,674	
Ivory, Oxydol	957,512	
		3,151,963
CRUTTENDEN & EGER		
Admiral Corp.	201,717	201,717
DANCER-FITZGERALD-SAMPLE, INC.		
*American Home Products Corp.—Anacin	1,146,913	
Bisodol	439,079	
Kolynos	892,619	
*General Mills, Inc.—Cheerios (formerly Cheeri-Oats)	609,720	
Kitchen Tested Flour	374,541	
Softasilk Flour, Kix	246,075	
*Procter & Gamble Co.—Dreft	4,879	
Oxydol	1,059,776	
Spic & Span	107,969	
*Sterling Drug Inc.—Bayer Aspirin	929,037	
Dr. Lyons	189,588	
Energine	78,604	
Phillips Dental	193,562	
Phillips Tablets	223,388	
		6,495,750

(Continued on page 68)



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MARYLAND COVERAGE NETWORK

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
For Full Details, Request Booklet B.
NEW YORK 20, N.Y.: RADIO CITY, P.O. BOX
CHICAGO 4, ILL.: 228 S. Wabash Ave.

THE FEELING IS

UNIVERSAL

in

California

KXLA 6757 Hollywood Blvd. Hollywood

KSFO Mark Hopkins San Francisco

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

KFBC

CHEYENNE WYOMING

HOME OF FRONTIER DAYS

"THE DADDY OF 'EM ALL"

AMERICAN NETWORK

REPRESENTED BY RAMBEAU

"THE DOCTOR ON THE AIR"

Popular Medicine Programs backed by medical authority.

Script & talent complete

FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N. Y.
Wickersham 2-3638

CBS Billings

(Continued from page 57)

DONAHUE & COE, INC.		
*Grove Laboratories, Inc.	5,688	5,688
WM. ESTY & CO., INC.		
*Colgate-Palmolive-Peet Co.—Super Suds	750,559	
R. J. Reynolds Tobacco Co.	1,007,505	
		1,758,064
TED M. FACTOR AGENCY		
*Sales Builders, Inc.	7,395	7,395
FITZGERALD ADVERTISING AGENCY		
Pan American Petroleum Corp.	14,487	14,487
FOOTE, CONE & BELDING		
American Tobacco Co.	1,055,678	
Armour & Co.	367,886	
Bourjois, Inc.	764,307	
*Campbell Soup Co.	294,975	
Union Oil Co. of Calif.	34,762	
		2,517,608
GARFIELD & GUILD		
Chemicals, Inc.	6,876	
Guittard Chocolate Co.	5,580	
Newell Gutradt Co.	1,315	
		13,771
GARDNER ADVERTISING CO.		
*Pet Milk Sales Co.	820,963	820,963
GEYER, CORNELL & NEWELL, INC.		
*E. R. Squibb & Sons	701,588	
Nash-Kelvinator Corp.	200,763	
		902,351
GILHAM ADVERTISING AGENCY		
*Pet Milk Sales Co.	10,920	10,920
GLASSER-GAILEY & CO.		
L. B. Laboratories, Inc.	13,191	
Bu-Tay Products, Ltd.	12,870	
		26,061
GRANT ADVERTISING, INC.		
Cudahy Packing Co.	921,726	
Bendix Aviation Corp.	195,905	
		1,117,631
HENRI, HURST & McDONALD, INC.		
Ballard & Ballard Co.	231,193	231,193
HILLMAN, SHANE & BRYER, INC.		
"42" Products, Inc.	59,725	59,725
HIXSON-O'DONNELL ADVERTISING, INC.		
Day & Night Mfg. Co.	15,394	15,394
HONIG-COOPER CO.		
S. A. Moffatt Co.	6,112	
National Lead Co.	21,390	
*Planters Nut & Chocolate Co.	65,232	
		92,734
DUANE JONES CO.		
Manhattan Soap Co., Inc.	1,374,486	
Mennen Co.	24,016	
		1,398,502
JOSEPH KATZ CO.		
American Oil Co.	287,825	
Maryland Pharmaceutical Co.	9,735	
		297,560
KENYON & ECKHARDT, INC.		
*Borden Co.—Hemo	24,416	
Instant Coffee	6,796	
Southern Cotton Oil Co.	441,955	
		473,167
LAMBERT & FEASLEY, INC.		
Lambert Co.	304,542	304,542
LENNEN & MITCHELL, INC.		
Andrew Jergens Co.	18,954	
P. Lorillard & Co.	793,974	
		812,928
LITTLE & CO.		
Kelite Products, Inc.	15,698	15,698
LOCKWOOD-SCHACKELFORD CO.		
Industrial Management Corp.	1,810	1,810
LONG ADVERTISING SERVICE		
Barron-Gray Packing Co.	3,938	
California Prune & Apricot Growers Assn.	12,008	
Gallenkamp Stores Co.	12,956	
		28,902
MacMANUS, JOHN & ADAMS, INC.		
Ferry-Morse Seed Co.	51,530	51,530
McCANN-ERICKSON, INC.		
*Chesebrough Mfg. Co.	664,087	
Emerson Drug Co.	795,090	
Pacific Coast Borax Co.	190,480	
Pillsbury Mills, Inc.	331,660	
Safeway Stores, Inc. (formerly Coldstream Products Co.)	26,656	
*Soil-Off Mfg. Co.	22,068	
		2,030,041
McJUNKIN ADVERTISING CO.		
Chef Boy-Ar-Dee Quality Foods, Inc.	145,966	145,966
M-C-M ADVERTISING AGENCY		
McMahan Furniture Stores	15,288	15,288
MAXON, INC.		
*General Electric Co.	1,241,190	
Gillette Safety Razor Co.	42,592	
		1,283,782
ARTHUR MEYERHOFF & CO.		
*Wm. Wrigley, Jr. Co.	1,327,170	1,327,170
C. L. MILLER CO.		
Corn Products Refining Co.	153,084	
Curtiss Candy Co.	256,822	
		409,906
DAN B. MINOR CO.		
Wilshire Oil Co.	14,616	14,616
RAYMOND R. MORGAN AGENCY		
*Planters Nut & Chocolate Co.	8,914	8,914
MORSE INTERNATIONAL, INC.		
Prince Matchabelli, Inc.	364,136	
Vick Chemical Co.	178,910	
		543,046
KELLY NASON, INC.		
Herman Basch & Co.	1,404	1,404
NEWELL-EMMETT CO., INC.		
Liggett & Myers Tobacco Co.	755,800	755,800
PACIFIC NATIONAL ADVERTISING AGENCY		
Washington Cooperative Egg & Poultry Ass'n	3,438	3,438
PEDLAR & RYAN, INC.		
*Procter & Gamble Co.—Camay	354,712	
*Sterling Drug Inc.—Ironized Yeast	661,172	
		1,015,884

(Continued on page 69)

FREDERICK W. MIZER SEEKS STATION CP

FREDERICK W. MIZER, Florida's first radio announcer, has filed an application for a standard station in Orlando to operate on 990 kc with 1 kw power, unlimited, using directional antenna for night operation. One of Florida's pioneer broadcasters, Mr. Mizer put WQAM Miami on the air in 1919 and managed the station for 20 years. He is now exclusive local sales agent for the station, operating as an agency entirely for this purpose.

Mr. Mizer

Mr. Mizer was also Florida's first radio salesman, first station manager and owner and operator of Miami's first advertising agency. He organized the Florida Broadcasting System to carry commercial and political broadcasts and has been for several years secretary of the Florida Assn. of Broadcasters.

He plans to carry programs daily from Rollins College, which is only three miles from Orlando. A total of 34 hours weekly for educational and cultural, religious, community and agricultural programs is included in the proposed schedule for the new station.

Mr. Mizer is represented by Andrew Bennett, attorney, and Kear & Kennedy, consulting engineers.

WPIK Dedication

FORMAL dedication of WPIK Alexandria, Va., new daytime local station authorized to operate on 730 kc with 250 w, was broadcast Jan. 6, 4-5 p.m., as special program portraying the universality of radio. Rosel Hyde, general counsel of FCC, was to be chief speaker. Announcers from each of the competing stations in the Washington metropolitan area participated in broadcast, welcoming WPIK to the field and offering best wishes of their respective stations. WPIK is operated by Howard R. Hayes, general manager, and Carl L. Linberg, secretary-treasurer, both former technicians at WTOP, CBS owned station in national Capital.

Agency Moves

JUSTIN FUNKHOUSE & Assoc., Baltimore, has moved to larger quarters at 2605 O'Sullivan Bldg.

Announce at WMSA

COMPLETED announcing staff of WMSA Massena, N. Y., on air since Oct. 12, is composed of Fred Schilling, Don Hitchcock, John Urban and Ted Jackson. All but Urban had previously been with WWNY Watertown, N. Y., under same management.

Commentator Speaks

IAN ROSS MACFARLANE, news analyst of WITH Baltimore, Jan. 9 is to address Missouri State Bar Assn., St. Louis, on Middle East oil question; Jan. 11 he is to address Shurtleff College, Alton, Ill., discussing Arabian peninsula.

Anderson Promoted

ALLEN ANDERSON of the ABC newsroom in New York has been promoted to sports writer.

CBS Billings

(*Continued from page 68*)

KNOX REEVES ADVERTISING AGENCY		
*General Mills, Inc.—Wheaties	39,142	39,142
RHOADES & DAVIS		
Yellow Cab Co.	20,616	20,616
ROCHE, WILLIAMS & CLEARY, INC.		
Lewis-Howe Co.	570,460	570,460
RONALDS ADVERTISING AGENCY		
*Texas Co.	42,597	42,597
RUTHRAUFF & RYAN, INC.		
*American Home Products Corp.—Anacin	409,158	
Chrysler Corp.	780,148	
Electric Auto-Lite Co.	197,466	
*Lever Bros. Co.—Rinso	993,033	
Spry	715,933	
Noxzema Chemical Co.	445,098	
*Quaker Oats Co.	760,235	
*Soil-Off Mfg. Co.	21,525	
*Wm. Wrigley, Jr., Co.	102,855	
		4,425,451
RUSSEL M. SEEDS CO.		
*Grove Laboratories, Inc.	1,624	1,624
SHERMAN & MARQUETTE, INC.		
*Colgate-Palmolive-Peet Co.—*Colgate Tooth Powder	521,336	
Halo Shampoo	109,336	
		630,672
SMITH & DRUM, INC.		
General Petroleum Corp.	38,550	
*Sales Builders, Inc.	416,595	
		455,145
SORENSEN & CO.		
Bowey's, Inc.	199,698	199,698
SPITZER & MILLS, LTD.		
*Colgate-Palmolive-Peet Co.	10,926	
*Quaker Oats Co.	31,035	
		41,961
BARTON A. STEBBINS, INC.		
Signal Oil Co.	62,961	62,961
J. WALTER THOMPSON CO.		
P. Ballantine & Sons	189,774	
Elgin National Watch Co.	51,005	
Ford Motor Co.	182,760	
Johns-Manville Corp.	864,710	
*Lever Bros. Co.—Lux Soap & Flakes	1,248,991	
Parker Pen Co.	506,194	
Standard Brands, Inc.—Tender Leaf Tea	189,792	
Fleischmann's Yeast	184,708	
Textron, Inc.	248,702	
J. B. Williams Co.	354,675	
*Wm. Wrigley, Jr., Co.	627,553	
		4,648,864
WADE ADVERTISING AGENCY		
Miles California Co.	30,492	30,492
WALLACE-FERRY-HANLEY Co.		
Campana Sales Co.	182,157	182,157
WARWICK & LEGLER, INC.		
Pabst Sales Co.	729,148	729,148
WM. H. WEINTRAUB & CO.		
Anchor Hocking Glass Corp.	760,657	
Seeman Bros., Inc.	6,090	
		766,747
ADOLPH WENDLAND		
Edison Bros. Stores, Inc.	11,547	11,547
GEORGE M. WESSELS ADV. AGENCY		
Union Ice Co.	7,240	7,240
WARD WHEELOCK CO.		
*Campbell Soup Co.	1,308,365	1,308,365
YOUNG & RUBICAM, INC.		
*American Home Products Corp.	45,930	
Benrus Watch Co.	18,096	
*Borden Co.—All Products	398,397	
Celanese Corp of America	789,886	
*General Electric Co.	1,591,285	
*General Foods Corp.—Bakers Chocolate	11,067	
Calumet & Swansdown	298,848	
Certo	165,773	
Grapenuts, Grapenuts Flakes & Wheatmeal	574,560	
Jell-O, Jell-O Puddings, Sanka	557,887	
LaFrance & Satina	404,295	
Maxwell House Coffee	40,968	
Post Raisin Bran	33,745	
Post Toasties	3,570	
Postum	806,610	
Sanka	171,305	
Gulf Oil Corp.	558,804	
*Hunt Bros. Packing Co.	11,979	
International Silver Co.	552,027	
Johnson & Johnson	325,430	
*Lever Bros. Co.—Swan	1,475,143	
Lipton's Tea & Continental Soup Mix	658,829	
		9,492,434
GRAND TOTAL		$65,724,851

"That program on WGAC sure sold this guy . . . eh Mike?"

WGAC Augusta, Ga.

Radio News Clinic Is Held in Indiana

State Group Elects Burton; Labor Problems Discussed

BROADCASTERS must really "get in and pitch" for local news coverage, Don Burton, president of WLBC Muncie and president of the Indiana Broadcasters Assn., declared Thursday at the conclusion of NAB's second Radio News Clinic. NAB presented the clinic along with a labor relations roundtable at the state group's meeting held at the Columbia Club, Indianapolis.

Mr. Burton was re-elected president of the state association. O. E. Richardson, owner and manager of WJOB Hammond, was elected secretary to serve until March, when a committee will report on feasibility of reorganizing into a formal association open to all stations in the State. Present operation is informal.

Conducting the news clinic was Arthur C. Stringer, secretary of the NAB News Committee, who pointed out virtues of local news coverage and stressed need of a minimum one-man fulltime news department. He answered questions raised by station managers.

Labor Discussion

Milton J. Kibler, assistant director of the NAB Employe-Employer Relations Dept., conducted the labor relations roundtable, reviewing status of labor problems and answering questions.

Attending the Wednesday-Thursday meetings were: J. C. Jeffrey, general manager, and Ward Glenn, program director, WKMO Kokomo; Ford Billings, manager, WHOT South Bend; Robert H. Swintz, commercial manager, WSBT South Bend; George C. Biggar, manager, and H. L. Richardson, news editor, WIBC Indianapolis; Capt. Pierre, acting manager, and H. J. Beck, chief engineer, WGL Fort Wayne; George M. Jackson, manager, WBOW Terre Haute; C. Bruce McConnell, president, and Robert E. Bausman, WISH-WHOT-WHBU; Martin L. Leich, WGBF-WEOA-WMLL; Carl W. Vandagrift, program manager, WOWO Fort Wayne; John R. Atkinson, manager, WHBU Anderson; W. F. Craig, commercial manager, WLBC Muncie; G. F. Albright, general manager, WKBV Richmond; Joe Spring, co-owner of WASK Lafayette; R. M. Crandall, president, WABW-FM Indianapolis; Jim Borman and Bill Croker, Chicago, Associated Press; Charles Ahrens, Chicago, UP Central Division radio news manager; Edward L. Brant, UP Chicago; John Jameson, chief, and Boyd Gill, UP Indianapolis bureau; Richard M. Hill, Radio Dept., Indiana U.; Messrs. Burton, Richardson, Kibler, Stringer.

Keiser to Gould

LT. GEORGE S. KEISER, for three years with the Army and prior to that with Swift & Co., New York, has joined Billie Gould Inc., New York publicity organization, as account executive.

"in Louisville IT'S WINN OR YOU LOSE"

BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE
General Manager

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
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WLAC
50,000 WATTS
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CKWX
First
IN CANADA'S
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1000 WATTS
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Mutual Network
REPRESENTED BY
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WHO
is "Listened-to-Most"
in 74 of
Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties!)
Write for complete facts!
50,000 Watts · Des Moines
Free & Peters, Representatives

HUNTING FOR MORE
BUSINESS IN IDAHO?

KSEI
POCATELLO · IDAHO

KXOK
630 KC.
ST. LOUIS
AMERICAN
BROADCASTING
COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

NAB Convention

(*Continued from page 15*)

would seek to clarify industry policy. Selection of the bureau's director was deferred but appointment of two assistant directors by President Miller [BROADCASTING, Dec. 31] was confirmed (see story page 17).

Five Absent

Five of the board's 25 members were absent. Those unable to attend were James D. Shouse, WLW Cincinnati; William B. Way, KVOO Tulsa; J. Leonard Reinsch, Cox radio stations, Atlanta; T. A. M. Craven, Cowles Broadcasting Co., Frank Russell, NBC, and Frank Stanton, CBS. Frank White, vice president and treasurer of CBS, however, was present in lieu of Dr. Stanton.

Attending the meeting, in addition to President Miller, Secretary-Treasurer C. E. Arney Jr., and Public Relations Counsel E. M. Kirby, were:

Paul W. Morency, WTIC Hartford; Colin Hager, WGY Schenectady; George D. Coleman, WGBI Scranton; Campbell Arnoux, WTAR Norfolk; F. W. Borton, WQAM Miami; Hoyt B. Wooten, WREC Memphis; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island; John J. Gillin Jr., WOW Omaha; W. L. Hayek, KATE Albert Lea, Minn.; Martin B. Campbell, WFAA Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka, Cal.; William B. Ryan, KFI Los Angeles; Harry R. Spence, KXRO Aberdeen; J. Harold Ryan, Fort Industry Co.; G. Richard Shafto, WIS Columbia; Matthew H. Bonebrake, KOCY Oklahoma City; Clair R. McCollough, Mason-Dixon Group, Lancaster.

At its morning session Thursday, the board discussed generally the membership situation. Admitted to active membership were 16 standard stations, along with five consulting engineers, six AM and two FM applicants who became associate members. Yankee Network returned to the NAB fold through admission of its owned stations, WAAB Worcester, WEAN Providence, WNAC Boston, WHTD Hartford and WICC Bridgeport. Other new active members are KGAK Gallup, N. M.; KTEM, Temple, Tex.; WKST New Castle, Pa.; WINX Washington; WGNC Gastonia, N. C.; WEST Easton, Pa.; WEED Rocky Mount, N. C.; WAJR Morgantown, W. Va., WMJM Cordele, Ga.

Engineering associates admitted were: A. Earl Cullum Jr., Dallas; Paul F. Godley, Montclair, N. J.; Walter F. Kean, Chicago; John J. Keel, Washington; Frank H. McIntosh, Washington.

AM station applicants admitted as associates were: Berkshire Broadcasting Corp., Danbury Conn.; Gazette Co., Cedar Rapids, Ia.; Moline Dispatch Publishing Co., Moline, Ill.; Ohio-Michigan Broadcasting Corp., Burlington, Vt. Also Wayne M. Nelson, Rockingham, N. C., who holds a standard construction permit.

FM applicants admitted were Bay State Broadcasting Co., New Bedford, Mass., and Bethlehem Globe Publishing Co., Bethlehem, Pa.

Meeting Policy

In a discussion of policy as to attendance of non-members at NAB district meetings, the board concluded this should be left to the discretion of individual district directors. William B. Ryan, 16th District director, which holds its meeting in Los Angeles Jan. 7-8, has decided to throw his meeting open to all comers, except certain executive proceedings.

The Board concluded it would be unwise to integrate within the NAB the various state associations but said such organizations should be encouraged and their operations coordinated with the national association on an unofficial basis.

Means of encouraging membership among smaller stations through provision of direct service by NAB also were discussed. Such recent innovations as the news clinics to indoctrinate stations on handling and development of local news, as well as the expansion of the small market station operations were cited as strides in that direction.

FIRST postwar shortwave broadcast from Mt. Van Hoevenberg Bobsled Run at Lake Placid, N. Y. was relayed from WHGM of the New York State Conservation Department to WMFF Plattsburg. Guests included (l to r): Ted Johnson, WMFF sportscaster; Perry Como and Jo Stafford of *Chesterfield Supper Club*, "King and Queen of Winter"; Martin Block of *Supper Club;* Willis Wells, supervisor of the Town of North Elba, sponsor of the Lake Placid activities. Broadcast was Dec. 30.

ABC Buys Feature

ABC has purchased "So You Want To Lead a Band" contest for amateur orchestra leaders which long has been a part of Sammy Kaye's personal appearance routine. Net will start feature Jan. 16 as a Wed. 9:30-10 p.m. program. Broadcast will originate from cities in which Kaye appears as his band travels westward on a cross country tour. A Gruen watch and three Ronson table lighters will be awarded as prizes each week with first prize winner in each city eligible to take part in subsequent contest to determine sectional winners. These will participate in finals to be held in Hollywood in late Spring with grand prize of $1000 for national winner.

WIBC Completes Move To New Studios, Offices

WIBC Indianapolis moved during the holidays from the Indianapolis Athletic Club to new quarters in the Indianapolis News Bldg., housing also the *News*, owner of the station. Final move was accomplished after signoff at 1 a.m. Dec. 27, without taking WIBC off the air during regular broadcasts.

In new location station has five studios, a master control room and 50-seat observation room on second floor. Chief engineer, production manager and music library are housed on second floor with office of General Manager George C. Biggar and other general offices on third floor. New studios were designed and planned principally by John H. Barnett and Roy Tracy of the *Indianapolis News* and Harry E. Adams, WIBC chief engineer.

Two Elected

GEORGE A. FRYE, vice president and manager of New York office of James Thomas Chirurg Co., and E. Gordon Lane, vice president of Boston office, have been elected to the board of directors of the company.

Has Operation

NEIL TRACY, announcer of CKGB Timmins, Ont., is recovering from an appendix operation.

Helps Veterans

CFCH North Bay, Ont., has started weekly interviews with war veterans to help them in securing homes.

Chambers Named

CLAIR CHAMBERS, manager of CJKL Kirkland Lake, Ont., for two years, has been transferred to National Broadcast Sales, Toronto, to handle program sales.

Acting Manager

EL JONES, commercial manager of CHEX Peterborough, Ont., is acting manager of station while manager Hal Cooke is on leave of absence.

Miss Doherty Transfers

RAY DOHERTY, traffic manager of CFCH North Bay, has moved to similar post at CJAD Montreal. She is succeeded by Marg Wyatt, recently discharged from RCAF, Women's Division, after two and a half years service.

Reid Returns

JACK REID, musical director of CJKL Kirkland Lake, Ont., returns to station after three months sick leave.

Wilson Back at CKWS

DAVE WILSON, announcer of CKWS Kingston, Ont., returns to the station after release from Canadian Army.

CAB Rate Boost Affects One-Third

Network Charge Will Be Decided at Later Date

RATE INCREASES for advertiser and agency members of the Co-operative Analysis of Broadcasting, which went into effect on Jan. 1, will affect only about a third of the CAB membership, George Allen, secretary and general manager, stated last week. Pointing out that only those members with two or more programs on the air are affected, he said that for this group the average increase is approximately 30%. For an agency with two programs the increase was $25 a month, he said, from $150 to $175. Even with the increases, CAB rates are still well below those of other similar services, Mr. Allen declared.

Commenting on reports that the networks had been asked to double their payments to the CAB, Mr. Allen stated that no new rates have been established for the networks as yet. He explained that each of the four major networks has a representative on the CAB board and that they will participate in determining the new rates they will pay, probably at the next CAB board meeting in mid-January. Absence of the network representatives at earlier meetings prevented the setting of their rate earlier, he said, as the other board members did not want to act without them.

Increases were outlined to members in a letter from A. W. Lehman, CAB president, which pointed out that only slight increases for advertisers and agencies, ranging from 17% to 22%, had been made in April of 1944 when the CAB tripled its service, because of a reserve fund the organization had on hand. Despite a great increase in members, this and other expansions in CAB service led the board to unanimously approve the new boost in rates as of Jan. 1, the letter reported.

A 28-page presentation "This Is Your CAB for 1946," outlining the organization's activities during 1945 and its plans for the coming year, was mailed to reach members few days after New Year's.

Vitalis Back

BRISTOL-MYERS Co., New York, will start reintroducing Vitalis about Jan. 9 when the product returns to the civilian market after 18 months of sales to servicemen only. Product will be promoted on two of the Bristol-Myers shows, *Duffey's Tavern*, Fri. 8-8:30 p.m. on NBC and *Eddie Cantor Show*, Wed. 9-9:30 p.m. on NBC. Vitalis along with Ipana has been promoted on *Mr. District Attorney*, Wed. 9:30-10 p.m. on NBC throughout the war. Doherty, Clifford & Shenfield, New York, is agency.

ACTIONS OF THE FCC

DECEMBER 27 to JANUARY 3

Decisions . . .

ACTIONS BY COMMISSION

DECEMBER 28

ANNOUNCED adoption of order making its Proposed Findings of Fact and Conclusions dated 9-4-45, as mod., the Commission's Findings of Fact and Conclusions in matter of applications of KOMA Oklahoma City and KGGF Coffeyville, Kan. KOMA granted temp. authorization 1520 kc 5 kw unl. until completion of DA and issuance of CP for 50 kw on same frequency. Denied without prejudice KOMA application for shift to 690 kc. Granted KGGF application for license renewal for period ending 11-1-46.

JANUARY 3

GRANTED applications for 10 new local AM stations; see table page 62.

Syndicate Theatres Inc., Columbus, Ind., and Universal Broadcasting Co. Inc., Indianapolis—Designated for consolidated hearing application of Syndicate Theatre for new AM station 1130 kc 500 w D and application of Universal Broadcasting for new AM station 1130 kc 10 kw unl.

Columbia Broadcasting System Inc., New York—Granted permit under Sec. 325(b) of Communications Act to use studios and apparatus of stations owned by and affiliated with CBS in U. S. and its possession for production of programs to be transmitted to CJAD Montreal.

WRLD L. J. Duncan et al d/b Valley Broadcasting Co., West Point, Ga.—Granted license renewal for period ending 8-1-48. (Comr. Durr voted for hearing.)

WHDH Matheson Radio Co. Inc., Boston—Granted transfer of control from Alice E. Matheson and Ralph G. Matheson to Fidelity Broadcasting Corp., new corporation wholly owned by Boston Herald-Traveler Corp., by sale of not less than 90% of outstanding common stock for total consideration (based on financial position of licensee as of 6-30-45) of $823,807, subject to adjustment as at closing date.

GRANTED 12 additional new FM stations and designated for hearing applications for 5 stations in Peoria, Ill., area. Total grants are now 241. See table page 18 for new FM stations granted.

ACTIONS ON MOTIONS

By Comr. Denny

DECEMBER 27

Muscatine Broadcasting Co., Muscatine, Ia.—Granted petition for leave to amend application for new station.

Eleanor Patterson tr/as The Times Herald, Washington, D. C.—Granted motion to dismiss without prejudice application for CP new TV station.

WNAC The Yankee Network Inc., Boston—Granted petition for leave to intervene in consolidated hearing upon applications of WLEU and Syracuse Broadcasting Corp. and issues in these proceedings were amended and enlarged.

San Bernardino Broadcasting Co. Inc., San Bernardino, Cal.—Granted petition for leave to amend application for new station so as to show changes in applicant corporation.

Fayette Associates Inc., Mongomery, W. Va.—Granted petition to take depositions in re application for new station on which hearing is set Jan. 17-18.

Radio Corp. of Cedar Rapids, Cedar Rapids, Ia.—Granted petition to take depositions in re application for new station set for hearing Feb. 11-14.

Caprock Broadcasting Co., Lubbock, Tex.—Granted petition for leave to amend application for new station so as to request 1590 kc instead of 550 kc; application was removed from hearing docket upon condition that petitioner file proposed amendment with FCC within 15 days from 12-27-45.

WSAV WSAV Inc., Savannah, Ga.—Granted petition for leave to amend application for CP; amendment filed with petition was accepted.

Permian Basin Broadcasting Co., Odessa, Tex.—Same.

New Iberia Broadcasting Co., New Iberia, La.—Granted motion insofar as petitioner seeks 30 day continuance of hearing on application for new station set 1-2-46; hearing continued to 3-6-46.

WINX WINX Broadcasting Co., Washington, D. C.—Granted petition for leave to intervene in hearing set 2-4-46 on application of Diamond State Broadcast Corp. for new station Dover, Del.

WERC Presque Isle Broadcasting Co., Erie, Pa.—Granted petition for leave to intervene in consolidated hearing on applications of Syracuse Broadcasting Corp. and WLEU set 1-3-46.

United Broadcasting Co., San Jose, Cal.—Granted petition for leave to amend application for new station so as to specify 1370 kc 1 kw DN instead of 1380 kc 250 w DN; amendment accepted.

DECEMBER 29

Homer Rodeheaver, Winona Lake, Ind.—Granted petition requesting that application for new station be designated for hearing with applications of WGL WREN WSAU, Midwest Broadcasting Co. and Virginia-Carolina Broadcasting Corp. Ordered that Rodeheaver application for 1250 kc 1 kw unl. be designated for hearing in consolidated proceedings set 2-21-46.

Crescent Broadcast Corp., Philadelphia—Granted petition requesting that application for new station be consolidated for hearing with applications of Camden Broadcasting Co. and Chambersburg Broadcasting Co.; ordered such application designated for hearing in consolidated proceeding.

Chesapeake Radio Corp., Annapolis, Md.—Granted motion requesting leave to amend application for new station and remove same from hearing docket.

Bremerton Broadcast Co., Bremerton, Wash.—Granted petition insofar as it requests leave to amend application for new station; accepted amendment and removed application from hearing docket. Insofar as petition requests that amendment to 1490 kc be conditional upon that frequency becoming available for use at Bremerton, petition is denied, amendment permitted being unconditional and immediately effective.

By Comr. Durr

DECEMBER 28

Old Pueblo Broadcasting Co. and Sun County Broadcasting Co., Tucson, Ariz.—Ordered that hearing set Feb. 6-7 on applications for new station be postponed to Feb. 8-9.

By Comr. Walker

JANUARY 2

Dorrance D. Roderick, Odessa, Tex.—Granted petition for leave to dismiss without prejudice application for CP; to substitute therefor application of Southeastern Broadcasting Corp., Odessa, Tex., and consolidate substituted application in proceeding now set to be held in Dallas Jan. 21-28, involving applications of Permian Basin Broadcasting Co., Odessa Broadcasting Co. and Ector County Broadcasting Co.

ADMINISTRATIVE BOARD ACTIONS

DECEMBER 27

GRANTED license renewals for relay stations KEJO WBLQ KEHT.

LICENSES for 33 relay stations were further extended on temp. basis only pending determination license renewal applications, for period ending 3-1-46.

Applications . . .

DECEMBER 27

1130 kc

WNEW Greater New York Broadcasting Corp., New York—CP increase 10 kw DA-DN to 50 kw DA-N; install new trans.

Amendments

Skyland Broadcasting Corp., Dayton, O.—CP new AM station 980 kc 1 kw D, amended to request 1 kw N 5 kw D unl., change type trans., install DA-N and change trans. site.

Booth Radio Stations Inc., Lansing, Mich.—CP new AM station 1360 kc 1 kw DA-DN unl, amended re change type trans.

WREN The WREN Broadcasting Co., Lawrence, Kan.—CP increase 1 kw N 5 kw D to 5 kw DN, install DA-DN, change trans. site and studio from Lawrence to Topeka, amended re change type ant.

The New Mexico Publishing Co., Santa Fe, N. M.—CP new AM station 550 kc 1 kw unl. DA-DN, amended re change trans. site.

Myron E. Kluge, Earle E. Williams and C. Harvey Haas d/b Valley Broadcasting Co., Pamona, Cal.—CP new AM station 1600 kc 500 w unl., amended to change name of applicant to Myron E. Kluge and Dean H. Wickstrom d/b Val-

(*Continued on page 72*)

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT* PROGRAMS DAILY!
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN Broadcasting Co.
FREE & PETERS
Natl. Reps.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

FCC Actions

(*Continued from page 71*)

ley Broadcasting Co. and change type trans.

DECEMBER 28

NEW Relay-Boulder City Broadcasting Co., Boulder City, Nev.—CP new relay broadcast station to be operated on 1606, 2074, 2102, 2758 kc, 100 w A3 emission.

560 kc

WFIL WFIL Broadcasting Co., Philadelphia—CP increase 1 kw to 5 kw, install new trans. and DA-DN, change trans. site.

680 kc

WMPS WMPS Inc., Memphis, Tenn.—CP change 1460 kc to 680 kc, increase 500 w N 1 kw D to 5 kw N 10 kw D, install new trans. and DA-N, change trans. site.

910 kc

WCOC Mississippi Broadcasting Co. Inc., Meridian, Miss.—CP increase 1 kw DN to 5 kw DN, install new trans.

930 kc

WSAZ WSAZ Inc., Huntington, W. Va.—CP increase 1 kw DN to 1 kw N 5 kw D with DA-N, install new trans.

1200 kc

KVAK S. H. Patterson, Atchinson, Kan.—CP change 1450 kc to 1200 kc, increase 250 w to 1 kw, change hours operation from unl. to D, make changes in trans. equip. and install new vertical ant.

WOAI Southland Industries Inc., San Antonio, Tex.—CP increase 50 kw to 750 kw, make changes in trans. equip. and ant.

Amendments

The Metropolitan Co., Jacksonville, Fla.—CP new FM (metropolitan) station 46.5 mc 10,981 sq. mi. coverage, amended re change in trans. site and ant.

WCFL Chicago Federation of Labor, Chicago—CP increase 10 kw to 50 kw, install new trans. and make changes in DA-DN, amended re DA.

J. E. Rodman, Bakersfield, Cal.—CP new AM station 1340 kc 250 w unl., amended to request 1230 kc.

E. L. Barker, Claribel Barker, T. H. Canfield, Opal A. Canfield and Charles M. O'Brien Jr. d/b Valley Broadcasting Co., San Jose, Cal.—CP new FM (rural) station, amended re change in trans. and ant.

Applications Dismissed

Radiohio Inc., Marion, O.—CP new FM (metropolitan) station 44.9 mc 2,327 sq. mi. coverage (request of attorney).

The Ohio Broadcasting Co., Marion, O.—CP new FM (metropolitan) station 47.1 mc 2,882 sq. mi. coverage (request of attorney).

The Ohio Broadcasting Co., East Liverpool, O.—CP new FM (metropolitan) station 49.1 mc 3,057 sq. mi.

Gibraltar Service Corp., Philadelphia—CP new FM station 46.1 mc 9,318 sq. mi. (request of attorney).

JANUARY 3

790 kc

WEAU Central Broadcasting Co., Eau Claire, Wis.—CP increase 5 kw D 1 kw N to 5 kw DN, make changes DA-N.

910 kc

WJHL WJHL Inc., Johnson City, Tenn.—CP increase 1 kw DN to 5 kw D 1 kw N, install new trans.

1320 kc

WMAS WMAS Inc., Springfield, Mass.—CP change 1450 kc to 1320 kc, increase 250 w to 5 kw, install new trans. and DA-DN, change trans. site. (Facilities of WATR requested.)

1340 kc

WKRZ Kenneth Edward Rennekamp, Oil City, Pa.—Mod. CP authorizing new AM station for changes in trans. equip., approval of ant. and trans. and studio sites.

1390 kc

WFMJ The WFMJ Broadcasting Co., Youngstown, O.—CP change 1450 kc to 1390 kc, increase 250 w to 5 kw, install new trans. and DA-N, change trans. site (contingent on grant of WRRN application).

1460 kc

TRANSFER KSO Kingsley H. Murphy, Des Moines, Ia.—Vol. assgn. license to Murphy Broadcasting Co. No money involved.

Amendments

The Capital Broadcasting Co., Annapolis, Md.—CP new AM station 1430 kc 100 w N 250 w D unl., amended re change type ant.

Mon-Yough Broadcasting Co., McKeesport, Pa.—CP new AM station 1580 kc 500 w N 1 kw D unl., amended to request 1360 kc 1 kw D-N and change trans. site.

Booth Radio Stations Inc., Flint, Mich.—CP new AM station 1330 kc 1 kw unl. DA-DN, amended re change type trans.

The News & Observer Publishing Co., Raleigh, N. C.—CP new FM (metropolitan) station, Channel 45 (96.9 mc), amended to consider application contingent on grant of AM station.

Jessica L. Longston, Burley, Ida.—CP new AM station 1450 kc 250 w unl., amended to request 1400 kc.

Valley Broadcasting Co., Stockton, Cal.—CP new AM station 1380 kc 1 kw unl. DA-N, amended to request 1420 kc and make changes DA-N.

Reno Broadcasting Co., Reno, Nev.—CP new AM station 920 kc 1 kw unl. DA-DN, amended to make changes DA-N.

Application Returned

Northwest Broadcasting Co., Minneapolis—CP new FM (rural) station, Channel 61 (100.1 mc) (request of attorney).

Resolved:

WHEN Betsy Porter, daughter of FCC Chairman Paul A. Porter was interviewed on WWDC Washington she was asked what resolution she wished her father would make for the new year. "I wish he would listen to something else besides opera on the radio," she replied.

Tentative Calendar . . .

JANUARY 7

Consolidated Hearing
Huntington, W. Va.

HUNTINGTON Broadcasting Corp., Greater Huntington Radio Corp., Huntington, W. Va., both seeking 1450 kc 250 w unl.

Consolidated Hearing

NEWARK Broadcasting Corp., Newark, N. J.; Donald Flamm, New York; The Metropolitan Broadcasting Service, New York; WAGE Syracuse, N. Y.; WCAX Burlington, Vt., all seeking 620 kc 5 kw unl. Other participants—WIP WICC, intervenors.

Consolidated Hearing

CITY of Sebring, Fla., 1430 kc 1 kw unl.; A. Frank Katzentine, Orlando, Fla., 1420 kc 5 kw unl. DA-N; Thomaston Broadcasting Co., Thomaston, Ga., 1420 kc 250 w unl.; WRBL Columbus, Ga., 1420 kc 5 kw unl. DA-N; Muscogee Broadcasting Co., Columbus, Ga., 1450 kc 250 w unl.; Chattahoochee Broadcasting Co., Columbus, Ga., 1460 kc 1 kw unl. DA-DN; WWPG Palm Beach, Fla., 1420 kc 1 kw unl.; WMBR Jacksonville, Fla., 1460 kc 5 kw unl. DA-N; Georgia-Alabama Broadcasting Corp., Columbus, Ga., 1450 kc 250 w unl.

Gallichio Promoted

JOSEPH GALLICHIO, NBC staff conductor for 13 years, has been named to succeed Dr. Roy Shield as NBC Central Division musical director, Jules Herbuveaux, Central Division program manager, announced last week. Bernard (Whitey) Berquist was appointed assistant to Mr. Gallichio. Dr. Shield has been made musical contractor for NBC Eastern Division. Bob Guilbert, continuity acceptance editor, has been named editor of Central Division's new house organ, scheduled for publication in February. NBC is offering $25 Victory Bond for name of new publication, which succeeds the old *Chatterbox*.

EXECUTIVES CLUB RAISES VETS FUND

THE RADIO Executives Club of New York at a business session last Thursday handed to the Veterans Guidance in Advertising & Selling a check for $1,016.62, club's contribution to the veterans' rehabilitation program. Check was presented by Murray B. Grabhorn, president of the REC, to Philip Kelly, advertising director of Carstairs Distilling Corp., New York, committee chairman. Mr. Kelly said 27 New York advertising and selling organizations are contributing to the effort. Mrs. C. Ruth Perry, executive secretary of Veterans Guidance, and Elon G. Borton, president of the Advertising Federation of America, spoke briefly on the work of the group.

Warren Jennings, manager of the New York office of WLW Cincinnati, who represents the REC on Veterans Guidance, revealed that the organization had interviewed 2,500 veterans, had listed 950 job openings, placed 310 veterans, and that 389 more were being considered for positions.

The REC business session revealed 440 full members and 149 associate members. Assets of the club as of Jan. 1 totaled $1,495.50.

ABC Gives West Coast Publicists 20% Raise

THREE-YEAR contract calling for 20% wage increase has been signed by ABC Western Division and Hollywood Screen Publicists Guild covering members of network publicity staff. Monthly pay has been raised from $250 to $300 with additional overscale. Agreement provides for five-day 40-hour week, three weeks vacation after one year, seven days vacation after four months and two weeks severence pay after six months employment.

Retroactive to Dec. 1, 1945, contract also establishes junior publicists classification at $200 monthly with one junior only to be employed at any one time. Seniority rights, 100% union shop and arbitration of all grievances are clauses included. Don Searle, ABC Western Division vice president, signed for network with Milton Gottlieb representing SPG.

Two Smiths

KAUFMANN's Dept. Stores Inc., Pittsburgh, now boasts two Beckley Smiths on its radio staff. As Beckley Smith opened his 12th year as newscaster for Kaufmann's, the company signed his son, Beckley Smith Jr., to broadcast for the store when he has completed his education. Beckley Smith Sr. broadcasts for Kaufmann's at 12.30 and 6:15 p.m. every week day on WJAS Pittsburgh and at 11 p.m. on KQV Pittsburgh.

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Help Wanted

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy . . . and not satified with your present set-up . . . this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 660, BROADCASTING.

Wanted—Operator with first class telephone—experienced for 250 watt network station in midwest. Box 662, BROADCASTING.

Salesman to fill an established position on sales staff. Salary plus commission. Excellent opportunity for the right man. Send details to WJTN, Jamestown, New York.

First class operator, start $40.00 for 40 hours. WLOG, Logan, W. Va.

Experienced all-round announcer for local station, NBC affiliate in Penna. Special consideration to good pianist. Reply all details and when available. Good salary. Box 679, BROADCASTING.

Situations Wanted

Staff announcer and newscaster just discharged from Army after serving overseas as station manager for AFRS station. Civilian experience; 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Box 345, BROADCASTING.

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Newscaster—Network, network affiliate and independent experience. Can write own shows. Washington background. Box 618, BROADCASTING.

Announcer-Salesman, continuity, production. Can handle all phases. Small station preferred. Eight years experience. Successfull local, national sales record. Good publicity and promotion ideas. Terrific mail puller. $65.00 week. Box 623, BROADCASTING.

Public relations counsel-producer. Experience includes writing, directing, announcing, emphasis on news and special events. Thorough knowledge all phases of station operation. Programming and promotion a specialty. Four years Army radio PRO. Box 637, BROADCASTING.

Promotion-production. Experience includes writing, directing, announcing, emphasis on news and special events. BCS degree, and thorough knowledge all phases station relations. Box 638, BROADCASTING.

Production, programming and organist with experience in over all operations of Radio Network. Will furnish own Hammond Organ. Just finished eight months with American Forces Network as producer and organist. Available 1 February 1945. Box 643, BROADCASTING.

Announcer, newscaster. Veteran with five years experience general announcing, special events, programming, production and writing. Specialty is news—wrote and broadcast fifteen minute newscast two years for same sponsor. Announcer for American Forces Network. Married, family. Excellent references. Box 650, BROADCASTING.

Specialist—Disc jockey. Now employed in metropolitan area wishes change. $85.000 minimum. Box 651, BROADCASTING.

Radio engineer discharge from Navy as radio technician. Three years of experience in maintenance and installation of AM, FM and radar equipment. Experienced in broadcast station operation. Hold first class phone license. R. M. Clark, New Hampton, Mo.

Veteran, single, eager to start radio career. Reads copy well. College; 24. Background producing, directing, acting, theatricals. Box 655, BROADCASTING.

Idea man, announcer, program director, 30, single, discharged AAF combat newsreel cameraman, does special events, unrehearsed interviews, commercial script, seeks connection with up and coming station anywhere. Box 657, BROADCASTING.

Announcer—Experienced. Just released from army. I sincerely desire to get placed in a nice location where I can settle down for keeps. Would like job as announcer-music director. On previous station I worked I had 15 minute piano solo spot as well as being in charge of musical talent auditions. Transcription, photo, available. Excellent references. Box 658, BROADCASTING.

Naval Lieutenant back from 25 months overseas desires write radio news and publicity; news and sports reporting and rewrite four daily newspapers; married, one child; college graduate. Box 661. BROADCASTING.

First class engineer with local and network experience. Capable of handling chief's position in small station. Box 663, BROADCASTING.

Program director available immediately. Twelve years radio experience. Honorably discharged Navy veteran. Capable, reliable, best references. Desires position with progressive regional or clear-channel station. Box 664, BROADCASTING.

Sales promotion manager experienced in both AM and FM desires connection with progressive station. Veteran World War II. Excellent references. Personal interview if desired. Box 665, BROADCASTING.

Program director — desires affiliation with new station. Experience since 36. Discharge from Army due within month. Age 27, married, expecting child soon. Box 666, BROADCASTING.

Marine officer, 8 years broadcasting and 3 years military experience in radio and radar, desires position as chief engineer in progressive station. Adequate references. Have supervised personnel. Available immediately. Box 667, BROADCASTING.

Announcer-writer—Army, three years; 10 years newspaper experience; newscaster, commentator, can ad lib, handle quiz shows; specialist in veterans problems. Prefer south or middlewest. Married, steady. Box 668, BROADCASTING.

Announcer-Newscasts, morning alarm clock show, 3rd class ticket, operate board, sober, reliable, veteran, 26, go anywhere. 1½ years experience. Write me. Box 669, BROADCASTING.

Newscaster, experienced. Age 37. Background publicity, writing, and editing. Four years service as intelligence officer in radio and news here and abroad. New York connection or west coast desired. Box 670, BROADCASTING.

Navy lieutenant, 26, 2 years metropolitan daily, 1 year as radio announcer, past 6 months in Navy as radio director handling special events broadcasts, press relations. Excellent news, sports background. Transcription available. Anywhere in U. S., New England preferred. Box 672, BROADCASTING.

Announcer. Age 36. One and one-half years experience news and commercials. Desires to specialize in news. Married, sober, reliable, hard worker. Prefer midwest station and permanent position with opportunity for advancement. Box 674, BROADCASTING.

1½ years experience as Ass't Manager—1000 watt midwest station. Desires job as manager of a small station with future. University and sales background. Married, 3 children, age 31. Box 675, BROADCASTING.

Radio engineer—FM station and announcing experience. Radiotelephone first license. FM transmitter, receiver and antenna design. Writer of numerous technical articles. Position desired with station or equipment manufacturer. Box 671, BROADCASTING.

Bass player, broad experience. Can work in with any unit. Contact Mrs. Gibson, 317 South Phillips, Sioux Falls, S. D.

Wanted—Engineering position with new or growing station. Just discharged, available now. Five years past engineering experience as chief engineer, operator, etc. Age 24, married. Minimum starting salary $75.00 per week. Prefer California or deep south. R. W. Thompson, 655 Dill Ave., S. W., Atlanta, Georgia.

Announcer—Adept at sports, news, looking for opportunity with small midwest stations. No floater. Veteran. George Horwich, 6518 N. Mozart St., Chicago 45, Illinois.

Veteran, 23, contacts in entertainment field, wants job station, chain, agency, public relations office, magazine, newspaper. Well-rounded experience, public relations in Army. Bio available. Presently doing free lance writing newspapers and magazines. Buddy Basch, 771 West End Avenue, New York City 25.

Announcer, veteran, single, dependable, good voice, good appearance. Little experience at small hospital station overseas. Graduated 3 months' veterans' CBS Boston announcers school. Prefer starting small station. Will travel. Bob Schneider, 227 South 2nd St., Brooklyn 11, N. Y.

Station manager. Veteran with five years experience. Fully qualified in sales, program and management. Successful background as program director, news editor and announcer. Married, family. Best references. Box 651, BROADCASTING.

Chief engineer four years. Have installed one BC station. Two years development laboratory. Technical school graduate with college mathematical background. Desire position with new or established progressive station or consulting firm. Box 652, BROADCASTING.

Ambitious announcer—Two years experience—commercials, news, sports, interviews, dramatics. Now with large Boston station. Want permanent position in or around Los Angeles. Details sent on request. Box 653, BROADCASTING.

Telephone first, operator, technician, wants connection, salary, housing details, write. Box 654, BROADCASTING.

Radio program mgr, 36—12 years public school music supervisor. 2 years program director American Red Cross SWPA army leave area clubs. Vocalist and mc. Seeks position radio station. Don Lusk, 317 Elm Street, Findlay, Ohio.

Sell and personality voice announcer. Able script writer. No broadcast experience; six months training in radio speech in O. S. U. Will continue education in off time. Army officer being discharged February. Lt. Harry Berlinger, Signal Corps, W-903 Augusta, Spokane, Wash.

Wanted to Buy

Wanted to purchase—One kilowatt transmitter, also all other equipment for radio station. Box 647, BROADCASTING.

Wanted—Established 250 watt network affiliated radio station in small progressive city. Any location. Send complete details. Box 673, BROADCASTING.

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America's top producer for 1945 available January 20th for major publicity, promotion assignment New York area, with commensurate income. Sound record, excellent references. Box 677, BROADCASTING.

Clear Channel

(Continued from page 17)

WFAA Dallas, WLS Chicago, KPMC Bakersfield, Cal., WPTF Raleigh, WEBC Duluth, WQXR New York, all represented by Philip G. Loucks, Verne R. Young and Maurice M. Jansky.

WLIB New York, represented by Greenbaum, Wolff & Ernst; KSL Salt Lake City, represented by Ernest L. Wilkinson; KYA San Francisco, represented by Wheat & May; KMBC Kansas City, represented by Dempsey & Koplovitz; NBC, represented by Charles F. Detmar Jr., Thomas Harris and G. B. Margraf; WCAU Philadelphia, represented by Isaac D. Levy.

Witnesses:

CCBS, Andrew Ring.

Regional Broadcasters Assn., Dr. G. W. Pickard, Paul F. Godley.

ABC, Mark Woods, Keith Kiggins, Hubbell Robinson, Frank G. Kear, Frank Marx, Edward F. Evans.

CBS, Joseph H. Ream, William B. Lodge.

Westinghouse Radio Stations Inc., Walter C. Evans, Lee B. Wailes, Andrew Ring, Dwight A. Myer, Ralph N. Harmon.

Crosley Corp., James D. Shouse, Robert Dunville, Richard F. Meade, James Rockwell, G. F. Leydorff, Andrew Ring.

Yankee Network, George C. Davis, I. Robinson, John Shepard 3d, L. Travers.

KOMO Seattle, Andrew Ring.

KTHS Hot Springs, Ark., and KWKH Shreveport, La., A. Earl Cullum and W. E. Antony.

KFAR Fairbanks, Alaska, August G. Hiebert.

WSGN Birmingham, Ala., Everett L. Dillard.

WEW St. Louis, Frank R. McIntosh.

KSL Salt Lake City, Ivor Sharp, Ralph Hardy, Paul F. Dixon, E. T. Pack, C. Richard Evans.

WHEB Portsmouth, N. H., Bert Georges.

WHO Des Moines, Paul A. Loyet.

KHQ and KGA Spokane, Louis Wasmer, A. Earl Cullum.

KOL Seattle, Archie G. Taft, Russell F. May.

KTBS Shreveport, La., John C. McCormack, A. Earl Cullum.

KFVD Los Angeles, J. Frank Burke.

WOAI San Antonio, Hugh A. L. Halff, Ellis Chaney, Andrew Ring, Charles Jeffers.

WNYC New York, Morris S. Novik, John D. J. Moore.

KOB Albuquerque, T. M. Pepperday, George Johnson, George C. Davis.

WJW Cleveland, George C. Davis.

KFBC Cheyenne, Wyo., Grant R. Wrathall, William C. Grove.

KUTA Salt Lake City, Grant R. Wrathall, Frank C. Carman.

National Council of Farmer Coperatives, John H. Davis.

Land Grant College Assn. and National Assn. of State Universities, Robert C. Higgy, Howard L. Bevis.

Farmers Educational & Cooperative Union, Russell Smith.

New York State Farm Bureau Federation and New York State Conference Board of Farm Organizations, E. S. Foster.

Dept. of Commerce, Dr. J. H. Dellinger.

WOI Ames, Iowa (educational), W. I. Griffith.

National Assn. of Educational Broadcasters, A. James Ebel.

Cosmetic Promotion

CONSTANCE BENNETT COSMETIC Co., New York, has appointed Brown & Weir, New York, to handle advertising for reintroduction of its products in 1946. Account is first for Brown & Weir, new agency. Company expects to spend about $250,000 to promote products in newspapers, national magazines and radio. Radio plans have not been set.

COMMISSION on Community Interrelations of the American Jewish Congress Jan. 6 started weekly radio forum "Prejudice on Trial" on WHOM New York, Sun. 2:30-3 p.m. Program dramatizes experiences in commission's attack on minority group problems. First guest speakers included Lillian Smith, author of novel "Strange Fruit," and Dr. William Agar of Freedom House, New York.

UP-TO-THE-MINUTE reports on New England skiing conditions are broadcast on WLIB New York during quarter-hour newscasts on Thurs.-Fri. 2:45-3 p.m. and Sat. 8:45-9 a.m.

For Sale

New Diesel generating sets for your auxiliary power supply. Capacity 62.5 KVA, 50 kw, 240 volt, 4 wire 150 amp., 60 cycles. Priced low. Write for details. Box 641, BROADCASTING.

For sale. Immediate delivery. 250 watt new transmitter. This equipment still in original packing case. For price and full particulars write or wire Box 676, BROADCASTING.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $1,000 will buy it. Pacific Coast Amusement Co., Oakland, Calif.

For sale—One RCA type 70A transcription turntable with vertical and lateral pickups. Conditoin fair. $150.00. One old type Presto turntable $50.00. WRHI, Rock Hill, South Carolina.

250 watt transmitter. 500 watt transmitter. 1000 watt transmitter. 150 foot tower. 300 foot tower with lights. Box 678, BROADCASTING.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

'LAST WORDS'

Departing GI's Interviewed On AFRS Karachi Station

SKIPPER of the *Gen. Harry Taylor*, Capt. Eugene S. Karpe (1), is interviewed by Sgt. Jim W. Woodruff Jr., manager of AFRS Station VU2ZX, as the troopship, first to leave Karachi bound for America, puts aboard her 50,000th U. S. soldier at the port.

HAPPY last words spoken by GI's before leaving Indian soil are being aired by Armed Forces Radio Station VU2ZX Karachi in a series of broadcasts of troopship departures from the port of Karachi bound for the U. S. VU2ZX personnel claim it is the first series of its kind in the China-Burma-India Theatre.

Sgt. Jim W. Woodruff Jr., associated with his father, J. W. Woodruff, in management of Georgia Broadcasting System (WRBL Columbus, WATL Atlanta, and WGPC Albany) is manager of VU2ZX.

In a letter to BROADCASTING, he explained the series "consists of interviews with various soldiers as they take their last few steps on Indian soil; with the skipper of the troopship; and general 'mood background' of the checking point where each American soldier hears his name called on an official roster for the last time on foreign soil before returning home, and the PA announcement that 'The destination of this ship is— New York City.'"

In one of the first broadcasts, started last month, VU2ZX interviewed the 60,000th soldier to leave Karachi by troopship.

IBEW's Crosley Petition Denied by Labor Board

CROSLEY Corp. group leaders in the company's Richmond, Ind. plant are supervisory employes and their inclusion in an existing bargaining unit composed of production and maintenance employes would be "inappropriate," the National Labor Relations Board ruled in a decision announced Thursday.

Dismissing a petition by International Brotherhood of Electrical Workers (AFL), the Board noted it previously had found group leaders to be supervisory employes. IBEW's contention that their status has changed, the Board said, was based primarily upon a bulletin which purportedly was distributed by the company to its Richmond group leaders, defining their authority. NLRB said the company had admitted the bulletin was distributed at its Cincinnati plant but that "the evidence does not establish" that it was distributed generally to Richmond group leaders.

The plant manufactured more than $500,000 worth of electrical war material during the past 12 months, according to NLRB.

Westinghouse Display

SIXTEEN variations of Westinghouse Electric Corp.'s nine original postwar radio receivers are featured in the Home Radio Division's exhibit in the National Home Furniture Show, which opened Jan. 6 in Chicago. They include the "Duo," a table radio-phonograph combination from which the radio receiver may be removed for use as a separate receiver, and the "Little Jewel," a 6x6x9-inch portable. Engineering feature of the line is the new Westinghouse Plenti-Power Circuit which gives the sets practically double the power output of prewar sets using the same number of tubes. Prices, although not yet approved by OPA, are expected to range from around $25 to $300 with a 14-tube AM-FM radio-phonograph combination topping the line. Record players are automatic, with accomodations for 10 12-inch or 12 10-inch records.

● *CHIEF ENGINEER* capable of taking complete charge engineering department 5 kw midwestern network affiliate. Must be thoroughly experienced in all phases of operation maintenance and new construction with proven record as chief or assistant of 5 kw or larger station.

Ability to handle men and get along with others necessary. Permanent position with unusual future if you qualify. Please give full particulars about yourself including education, previous experience, salary expected and when available. Enclose snapshot. All replies confidential.

BOX 644, BROADCASTING

ATTENTION SERVICEMEN!

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

GET AHEAD FASTER IN RADIO!

Don't let some defect keep you in a rut . . . hold you back from the kind of pay you know you can earn in radio

If you're an announcer . . . this home-study course is for you. If you write for radio . . . you too will want to know more about this proved, practical, Alice Keith method of improving your radio talent.

ABOUT THE SCHOOL

Professional broadcasters turn to Alice Keith for counsel . . . for it is she who, as the Director of the National Academy of Broadcasting in Washington, D. C., has put all her experience into this intensely practical, compact home instruction course.

WHAT THE COURSE OFFERS

The Alice Keith home-study course gives you a 234-page Instruction Book, "How to Speak and Write for Radio." You get a Course of Study. You get 10 electrically recorded lessons on five 12-inch phonograph records. The course teaches you how to prepare talks, interviews, quiz programs and sports broadcasts—how to write commercials, handle round-table discussions, variety programs and dramatic shows.

And besides all that, the records teach how to relax when speaking . . . teach proper breathing . . . correct pronunciation . . . voice resonance and projection . . . how to articulate clearly and speak with expression. In short, they teach you a cosmopolitan speech acceptable to radio.

WHAT OTHERS SAY

● George L. Crouchet, Jr., Chief Announcer, KPAC, Port Arthur, Texas—"The training received from the National Academy of Broadcasting was my only preparation for radio and although I have been in the game less than a year, I am now chief announcer at this 1000-watt Mutual station which employs a staff of seven announcers."

● Betty Wason, former War Correspondent for CBS—"Miss Keith's course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique while taking inventory of long-used assets."

● William E. Hardy, WFMD, Frederick, Md.—"This station has had the opportunity to choose several staff members from the graduating groups of the National Academy of Broadcasting. We have found that the practical training received at Alice Keith's school prepared them for immediate work here."

RUSH COUPON . . . SEND NO MONEY

National Academy of Broadcasting
1366 Irving Street, N. W., (Dept. A)
Washington 10, D. C.

Please send me further information about your home-study course. I'm interested in getting a job as an announcer. ☐ I'm interested in getting a job as a radio writer. ☐ I'm interested in public speaking. ☐ I'm interested in civic and club work. ☐

Name .....

Street .....

City ..... State .....

Little Hope Seen of Averting Strike At GE, GM and Westinghouse Plants

TIME was running out and little hope was seen late Friday for averting a strike of approximately 200,000 employes in plants of General Electric Co., Westinghouse Electric Corp. and General Motors (electrical division).

Labor Department officials, who conferred earlier in the week with representatives of General Electric and Westinghouse after a conference with United Electrical, Radio and Machine Workers officials, said Friday they had scheduled no further meetings. Earlier, Edgar L. Warren, the department's conciliation director, said he had made no progress in the meetings.

A session of the UE-CIO general executive board was to be held Saturday in New York [BROADCASTING, Dec. 31] to set a date for the strike which was voted by union members in the three companies Dec. 13. Officials were quoted as saying the strike would be called "before Jan. 14."

Headed by President Philip Murray, CIO leaders met in Washington Friday for a "strategy conference" on United Auto Workers' strike against General Motors and other unions' threatened stoppages including the one in the electrical industry.

UE is seeking a $2 a day wage increase. Officials of the union, which has turned down a conditional 10% increase offered by General Electric, reiterated their willingness to resume negotiations if the company decided to make an unconditional and adequate offer for a cents-per-hour wage and salary raise. They said they would not resume negotiations with Westinghouse until the company is ready to make an offer. Negotiations with General Motors, they said, had not broken down.

By companies, results of the UE-CIO strike vote Dec. 13 were listed by National Labor Relations Board as follows:

General Electric 55,055 for and 9,771 against a strike; Westinghouse 38,066 for and 9,562 against; General Motors 4,417 for and 314 against.

Strike

(*Continued from page 16*)

issue lungs would hardly be strong enough. Probably the impasse between WEEA and WE was too fundamental for settlement by one federal conciliator. It was the same bitter disagreement that last week roiled labor-management relations from coast to coast: Labor's relentless demands for higher wages, management's refusal to yield all the way in view of reconversion headaches and an uncertain economic future.

Coincident with the workers walkout came a message to Mr. Mandelbaum from Frank J. Hammel, labor relations manager at the biggest of WE's struck plants, Kearny, N. J.

"The Western Electric Co.," said Mr. Hammel, "will cooperate with any agency of the federal government in developing facts pertinent to the matter of wage increases as related to increases in the cost of living and rates of pay in the community for comparable work, in further attempt to settle the dispute with the WEEA."

The union's answer to the company's suggestion for examination of wage scales at WE in comparison with those in similar industries had already been given. Day before the strike, at a labor-management meeting called by Mr. Mandelbaum, Mr. Mayer, the union attorney, charged that WE was acting as a spearhead in a conspiracy of big industry to "batten down wages." The company's steadfast refusal to meet the union's 30% wage rise demands, Mr. Mayer claimed, was prompted less by its own inability to increase pay than by an urge of all big business to keep a lid over wages. His assertion was met with incredulous laughter of WE representatives.

As Mr. Mandelbaum pondered means of settling the dispute, while the fuse crackled brightly, a gift horse was unexpectedly led into WEEA's camp—an unsolicited offer of support from the CIO's powerful United Electrical, Radio and Machine Workers of America. WEEA's cautious chieftans thoughtfully looked into the horse's smiling mouth.

Well might they give long consideration to big, ambitious UE's motives. Only a few months ago, UE, aggressively engaged in aggrandizement, brought charges against WEEA before the National Labor Relations Board, alleging WEEA was a "company dominated" union. UE's tactics then were plain: Discreditation of WEEA with the hope that UE would fall heir to WEEA's numerous members. NLRB has given no decision yet in the matter.

UE's purpose in supporting the present WEEA strike was equally clear: If WEEA strikers were faced with long siege, there would be a possibility of eventual disgruntlement growing in the ranks. An alert and veteran campaigner like the CIO union might well capitalize on the unrest, offer labor war-wise aid to the upstart independent.

At week's end, UE soup kitchens and doughnut wagons were standing by. It was plain that if one of WEEA's picket lines got hungry, a UE kitchen would appear with embarrassing suddenness. UE knew that a WEEA picket with an empty stomach would listen to a man with a full ladle in his hand.

At the end of the first day of the strike, C. G. Stoll, president of Western Electric Co., issued a statement reiterating the com-

Washington Operators Stage One-Hour Strike

WASHINGTON telephone operators staged a one-hour strike Friday morning—but not, as first thought, in sympathy with the Western Electric Co. walkout. That, it appeared, may come later.

The operators strike started at 10 and ended at 11 a.m., halting long-distance calls except those tagged "emergency." Both operators and company officials said it was in protest against the company's supervisory practices. Operators are members of the National Federation of Telephone Workers and the Washington Traffic Union.

Company officials, who said they were not warned in advance that the strike was coming, asserted the operators were protesting against the company's requiring telephone operators supervisors, also union members, to perform "certain assigned duties" and also against the supervisors' participating in meetings with the company to discuss ways of improving service.

HOLLISTER

CRYSTALS

QUARTZ OSCILLATORS SINCE 1927

HOLLISTER CRYSTAL CO.

Boulder, Colorado

pany's belief that its counterproposal of 15% to the union's 30% wage increase demand was "fair and consistent with its long established policy of paying wages at least equivalent to those paid for comparable work in the area."

Mr. Stoll pointed to collective bargaining at the company's Hawthorne works, near Chicago, which, he said, might well be taken as an example by the striking union. Wage increases "similar" to those rejected by WEEA were granted the Communications Equipment Workers Union, representing 14,000 employes at Hawthorne last November, he said, and have been in effect ever since.

Strike Bound

According to WEEA, the list of plants that were strike-bound the first day were: Four in Manhattan; two at Kearney, N. J.; four in Jersey City; three each in Bayonne and Newark; two each in Clifton and Passaic and one at Roselle, N. J.

A company spokesman said, however, that operations at only 11 plants were affected by the strike. The other 10 plants, he said, were practically out of business anyway, having been devoted to war production which had virtually ceased.

All 21 plants were picketed, however, whether they had been in operation or not.

The company agreed that the strike had frozen WE production at all plants. It said that of 22,600 employes, 17,200 had walked out. Those who remained on the job were considered as management or members of other unions.

Benton

(*Continued from page 18*)

tary's talk on his return from the London Conference last October, also on the same terms—CBS's insistence that it would carry the talk only on an exclusive basis. On that occasion I agreed reluctantly to the CBS exclusive, upon their insistence that they would carry the broadcast exclusively or not at all. This precipitated a justifiable protest from Mutual and WINX, and I entered into an extensive correspondence with CBS on the principle involved.

Two Cut Off

Throughout Saturday afternoon, December 29, both Mutual and the Associated Broadcasting System were eager to carry the Secretary's talk, regardless of who else carried it. When I felt forced to accede to the rules of NBC, in order to secure the coverage offered by the NBC network, Associated and Mutual were cut off, not through any desire of mine, but because NBC refused to carry the broadcast if it was given to anyone else. This put me and the State Department in a most unfortunate position: I was forced to choose between the networks and thus opened myself to the thoroughly justifiable charge of discrimination.

Later on Saturday evening the broadcast, through a change in ruling by NBC, was opened up for Associated and Mutual, and CBS also decided to carry it. However, this was achieved only after many phone calls during Saturday afternoon and evening. One of these was my call to Paul Porter. Mr. Porter received a complaint from Mutual on my decision to give the broadcast to NBC exclusively, and I understand he communicated with some of the network people in an effort to avoid having a formal issue made of the dispute.

I am deeply sympathetic with the general problem of the networks. If they did not protect themselves from the demands of Government agencies, and from the desire of public and political figures to secure maximum access to the air, they would be exposed at all times to requests for time which are not warranted and which are not, in fact, in the "public interest, convenience and necessity." I agree that the networks and the industry need some device by which they can protect themselves from such demands upon them.

Yet the practice of NBC and CBS, by which they demand the exclusive right to any broadcast except one by the President, does not cover the requirements, from the standpoint of the public interest, on such speeches as those of Secretary Byrnes on his return from London and his return from Moscow. These two speeches rank as among the most important public utterances since the war.

This is not a question for the State Department. I should not be asked to take the responsibility for the dilemma of either failing to give Secretary Byrnes adequate coverage for such speeches, or, alternatively, refusing to permit coverage of them by WINX, Associated or Mutual.

Should Examine Practices

It is my belief, that the industry should examine its present editorial practices. I should be able to offer all such important speeches by the Secretary—speeches which were not originated by any network or sponsored as special features by any network—to all networks or stations interested in carrying them. I should be able to do this on any basis which will result in satisfactory coverage for the speeches—and, in fact, for maximum coverage in line with the editorial importance of the speech. The industry itself, in its own best interest, so it seems to me, should examine its practices—so that such procedures become possible, so that they are easy to apply and so that the rules and the consequences are understood by all.

Surely many CBS stations wanted this speech, even though it had been assigned to NBC on an exclusive basis. I received a phone call Sunday morning from one CBS station which, in its desperation, was prepared to demand that a nearby NBC station permit it to secure the speech directly by wire from its nearby competitor.

The issues of the week-end, which took so much time on the part of so many people, both in Government and the industry, seem to me to require rather rapid clarification.

I hope I can assume that, at least insofar as Secretary Byrnes' key speeches are concerned, the action of NBC and CBS on Saturday evening in reversing their past policy, has established a new policy for the future.

Brindley Elected

RONALD BRINDLEY, manager of San Francisco office of Doremus & Co., has been elected a vice president of the agency.

Flight Indicates Stratovision Practical

First High Altitude Tests Expected in Short Time

STRATOVISION is ready to enter the stratosphere.

New Westinghouse Electric Corp. project by which high-flying planes would blanket the nation with FM and television signals will be given an actual test in the upper air within a fortnight.

Equipment for the maiden flight above the weather is being prepared by Westinghouse engineers in Baltimore (pictures on page 60). It will be installed in a two-motor plane for early tests but this plane will bear no resemblance to the half-million dollar craft Westinghouse and Glenn L. Martin Co. are designing for actual stratovision service.

First upper-air flight will be designed to take out a lot of the bugs that will be discovered at this early stage in development of a new form of electronic communication. All equipment, including the plane, is strictly experimental and is designed merely to prepare for the dress rehearsals that will come later in the year.

Westinghouse is understood to have conducted low-altitude tests in a preliminary way, using a low-powered FM transmitter. Actual results are locked in the laboratory but coverage at low altitudes is said to have exceeded expectations, indicating that the 422-mile range planned for flights at 30,000 feet will be surpassed.

Not Fully Equipped

The laboratory plane is expected to approach the top altitude but it is not equipped with the elaborate all-weather and safety devices planned for actual airborne networking of almost all the nation.

Westinghouse is authorized by the FCC to operate five developmental stations on the following frequencies (in megacycles): 49.5, 107.5, 107.9, 505-525, 540-560, 900-920, 1975-2025. Fourth, fifth and sixth assignments are in the television band, and the seventh is a relay band. These assignments can be altered as developmental work requires.

Actually stratovision is being rushed through at a speed seldom seen in American industry prior to the war. The idea was first advanced just a year ago by Charles E. Nobles, 27, who came out with it after a trip to Mexico. Too much tequila, his Westinghouse co-workers muttered when he suggested that eight or nine planes could feed simultaneously four television and five FM programs to three-fourths of the population.

Walter Evans, Westinghouse vice president in charge of radio, television and X-Ray activities, took a quick fancy to the fantastic idea of this young engineer Westinghouse had picked from a group of outstanding students. Hearing about it in March, he got in touch with Glenn Martin, head of the plane manufacturing company bearing his name.

The idea was first advanced to Westinghouse officers July 11, with William K. Ebel, Martin engineering vice president, joining in the kick-it-apart session. It wasn't kicked apart, though, and in less than a month it had been approved by Westinghouse and Martin boards, divulged in the Aug. 6 BROADCASTING, and formally announced by the companies.

When You Think of Durkee's Famous Foods —you think of their Pacific Coast plant in Berkeley, a major municipality of

The Metropolitan OAKLAND *Area*

This large plant is but 3.6 airline miles from the KROW Oakland studios. And when you think of Oakland, you think of—

K R O W

Then think of the more than 800,000 people in Metropolitan Oakland, and nearly two million more within reach of KROW's voice. Something to think about, isn't it?

Radio Station KROW
19th Street at Broadway
Oakland 12, California

Radio Advertising Co.
National Sales Representatives

At Deadline...

TENTATIVE AGENDA SET FOR NARBA CONFERENCE

TENTATIVE AGENDA for North American Regional Broadcasting engineering conference, scheduled Feb. 4 in Washington, was announced late Friday by FCC Commissioner E. K. Jett at closing session of all-day meeting with industry representatives (see earlier story page 20). Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., said plans are to hold plenary sessions at State Dept. and working sessions at FCC during February conference. Agenda, yet to be formally adopted, follows:

1. Proposals by countries signatory to NARBA.
2. Extension to March 29, 1948, of NARBA and adoption of interim executive agreement.
3. Discussions of new treaty, with North American broadcast conference to be called a year or 18 months hence.
4. (a) Periodic meetings of accredited engineers to resolve engineering conflicts which might arise; (b) Exchange of certain minimum field intensity measurements.
5. Matter of all countries adhering to 20-cycle frequency tolerance. (Some countries reported deviating 400 to 1,000 cycles, causing considerable interference.)
6. Clarification of footnote (e), Appendix II, Table I.

Other items may be added. Mr. Jett asked industry members to file any additional suggestions by Jan. 20.

USING EARLY MORNING

DALE VANCE DANCE STUDIOS, Chicago, is testing for four weeks use of 12 midnight-1 a.m. period on WMAQ Chicago, indicating new interest in early morning hours. Oliver Morton, WMAQ-NBC local sales manager, said additional early morning time would be available for sponsorship but only in 60-minute blocks due to the low rate. Agency, Jim Duffy Agency, Chicago.

NAB Board

(*Continued from page 4*)

general counsel of BMI. It authorized President Miller with counsel of his advisory committee to examine NAB structure with a view toward reorganization of departments and committees. Emergency of specialized programming functions such as news and agriculture led to this action.

Upon recommendation of Mr. Kirby, the board authorized reorganization of NAB's public relations operations. The association's News Bureau will be abolished and in its place will be created the Dept. of Information. It will be headed by a director and possibly two assistants.

Mr. Kirby emphasized that the prime mission of the NAB is to sell and protect the American System of Broadcasting. Secondary mission, he said, is to provide a clearing house as well as a means for industrywide action to protect the American System. The greatest resource to sell American radio is radio itself, he said. He outlined a program whereby radio could undertake this assignment through distribution of fact sheets to stations, transcription producers and other program builders and through liaison with organized groups, as well as through printed material developed in cooperation with agencies, networks, clients and performers.

NEW NAB QUARTERS SOUGHT BY BOARD

NEGOTIATIONS for purchase of new Washington headquarters were authorized by NAB Board of Directors Friday in Los Angeles. Having outgrown its present quarters, a converted house, NAB seeks to purchase present Washington FBI headquarters at 15th and K Sts. N. W. for about $200,000 for 18,000 square feet of space. Present N St. quarters, which supply 7,000 square feet, would be sold.

Board approved a 1946 budget of about $600,000, some $60,000 more than for 1945. Preliminary approval was given a plan for a Los Angeles public relations office, as well as expansion of New York office, subject to budgetary adjustments.

Board was to conclude its sessions Saturday, having been unable to complete crowded docket in allotted two days. New Orleans was selected for next Board meeting, probably in April, expected to run three days.

At a dinner Friday night, Eric Johnston and Byron Price, president and vice president respectively of Motion Picture Producers Assn., were guests of Southern Cal. Broadcasters Assn. along with NAB Board.

PRESIDENT MAY NOT APPEAR FOR VIDEO PICKUP

INAUGURATION of Washington-New York television service, scheduled for Jan. 15, may change feature attraction at last minute—if President Truman decides not to read his State of the Union message to Congress in person. Original plan was to televise Chief Executive, but indications now are he won't appear at that time.

CAGE TIME SHIFTED

WHN New York has succeeded in getting the Madison Square Garden to start basketball games 15 minutes earlier effective Jan. 9, from 8:15 to 8 p.m. so broadcasts, sponsored by Nedick's, could be completed before the *Newsreel Theatre of the Air*, sponsored by P. Lorillard Co., New York, for Old Golds, goes on at 11 p.m. Negotiations between station and Lorillard to allow it to broadcast the games to their conclusion when they run past 11 o'clock were in progress Friday. Indications were that sponsor would be willing to give permission to continue broadcast of final finishing minutes of the basketball game.

PRESIDENT'S 49.4

STRIKE speech Thursday night by President Truman, carried by all networks, had a Hooper rating of 49.4, according to CBS, far above the 43.8 rating for the wage and price speech in October. Thursday Hooper check during speech showed 50% of sets in use.

Mr. Truman broke all daytime records with 64.1 rating for VE-Day announcement May 8 and had a 54.1 rating on the broadcast from Berlin Aug. 9.

President is developing professional timing. Thursday speech lasted 29 minutes and 29 seconds, about a second off. He refused suggestions by watchers that he pause occasionally for a drink of water, explaining afterward that he didn't want to go over his time.

People

GEORGE M. BENSON, who joined Mutual sales last month after release from Navy as radar officer, appointed division sales manager of Mutual with headquarters in New York. Before entering Navy he had been eastern sales manager of ABC following seven years as NBC salesman.

JOHN SHEPARD 3d, chairman and general manager Yankee Network, was in Los Angeles last week to represent FM Broadcasters Inc., at NAB Board meeting and discussed operations growing out of merger of FM group with NAB. He planned to leave Coast for Washington in time for FCC clear channel hearing in which he will participate as chairman of Regional Broadcasters Committee and will return to active direction of network at Boston headquarters following hearing.

JOSEPH F. TIMLIN, manager of radio department of New York office of Branham Co., station representatives, named vice president. Mr. Timlin has been with Branham for nine years, and is a former radio director of J. Walter Thompson Co., Chicago.

J. V. McLAUGHLIN, WBBM-CBS Chicago auditor, named assistant to Frank Faulknor, WBBM manager and assistant to Les Atlass, CBS Chicago vice president. Succeeding McLaughlin is LARRY LAZARUS, auditor in CBS New York office. JAMES BELOUNGY, WBBM chief engineer is transferred to WCCO Minneapolis. GEORGE SHERMAN, assistant chief, becomes acting chief in charge of operations.

LLOYD KUEHN, out of Army, returns to Schwimmer & Scott, Chicago, as production manager.

ARMELIA SMERGE, formerly timebuyer of McFarland-Aveyard, Chicago, takes similar post at Olian Adv., Chicago.

HORTON MALLINSON, vice president in charge of radio for Browning, Badger & Hersey, New York, has resigned. He had been with agency six years.

JO RANSON, publicity director of WNEW New York, on Jan. 14 joins WHN New York in same capacity, succeeding GEORGE LEWIS, resigned.

NO TAX ON PRIZE

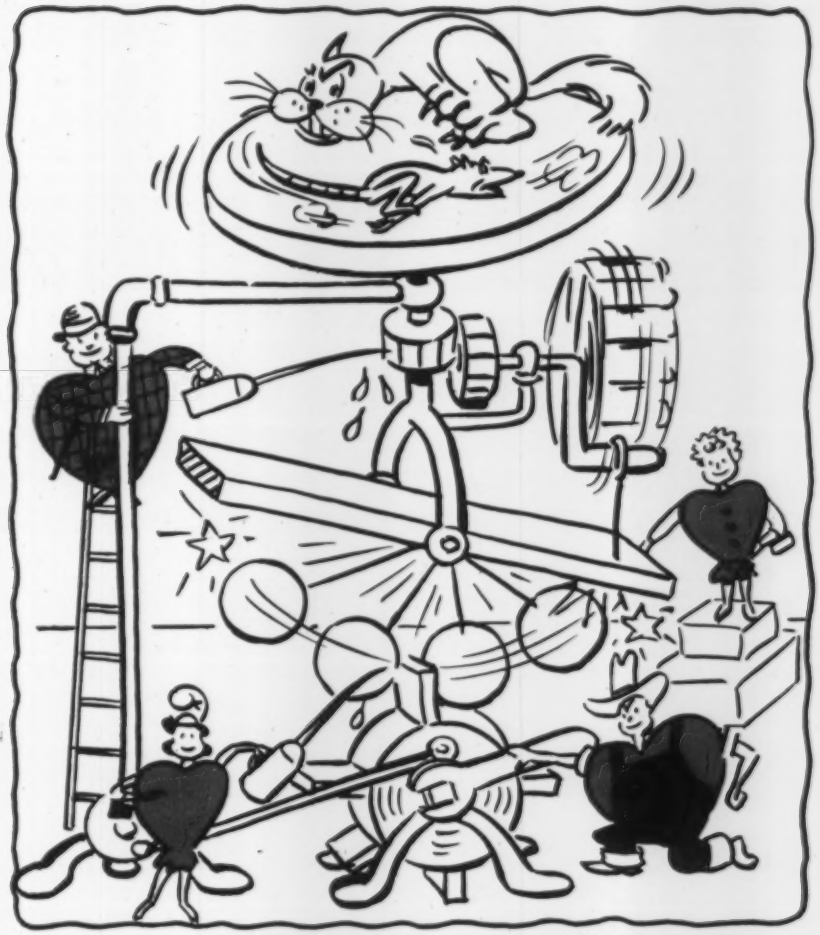
U.S. TAX Court notified Pauline C. Washburn, New York City, she was not liable for taxation on $900 won on *Pot o' Gold* program. Action may have wide ramifications, according to a spokesman for Internal Revenue Bureau which may appeal the case. Bureau had previously insisted such winnings are taxable and has collected taxes in past.

ALLEN A. FUNT RADIO Productions, New York, announced that during January six additional stations will begin *Funny Money* five times weekly. Stations: KXA KUIN KIEM KSFO KINY KTKN.

Closed Circuit

(*Continued from page 4*)

owned station would be put up for auction soon, sources close to Mayor William J. O'Dwyer predict no immediate change in station's status. Station's personnel may be juggled, these sources say, but for time being city will keep WNYC.



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PERPETUAL proMOTION

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS